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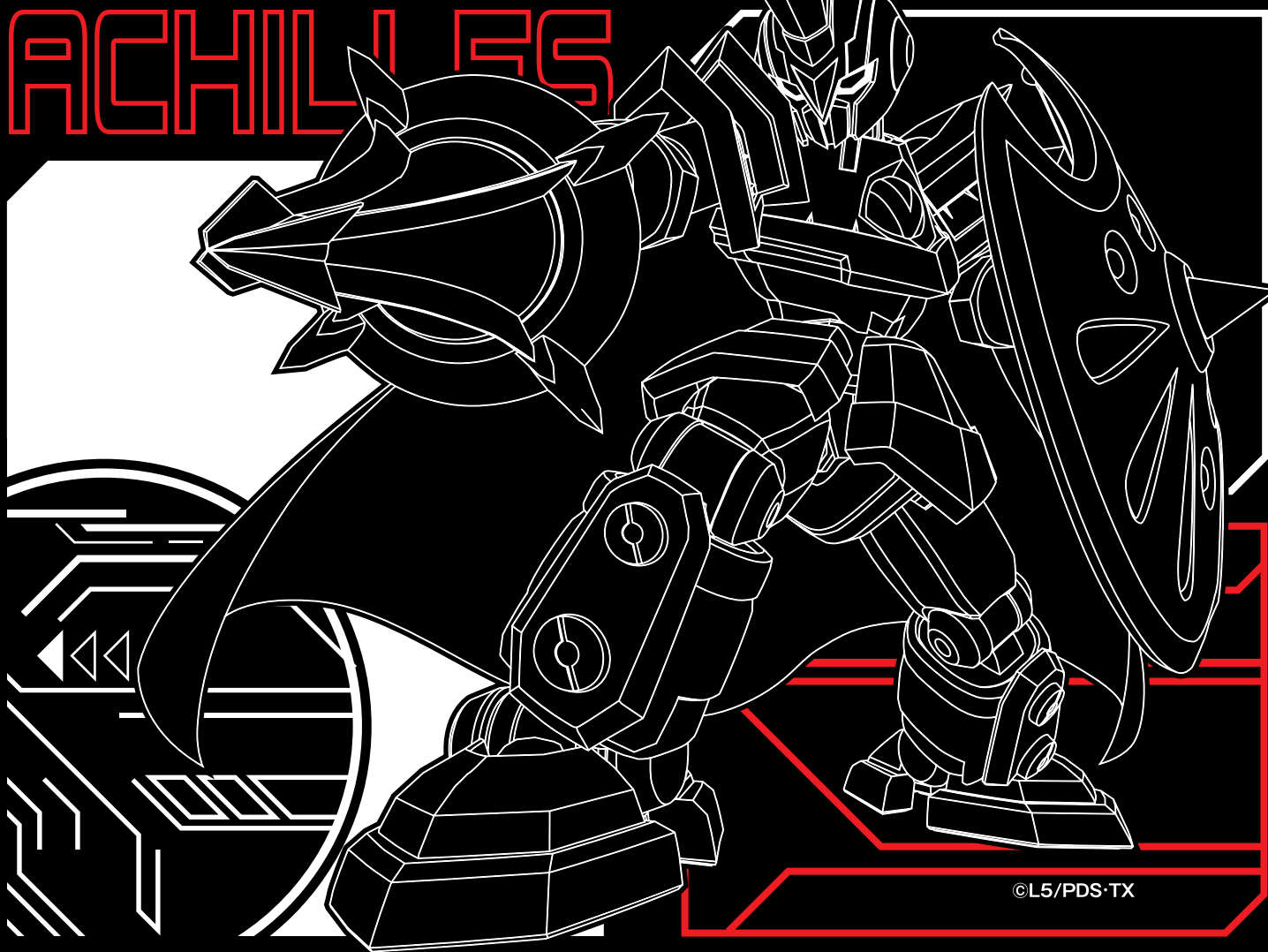
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On the Cover: Jim Fielding, global head of consumer products and retail, AwesomenessTV, is surrounded by content creators Ingrid Nilsen ("Miss Glamorazzi"); Amanda Steele ("MakeUpByMandy24"); Josh Leyva ("YoMuscleBoii") and Sawyer Hartman.



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Pop-Ups Reflect Retail Trends

Here are 10 traditional brick-and-mortars that are alive and well, but for different reasons.

While a record number of retail stores have closed and expansion has been scaled back, the concept of the pop-up store is as popular as ever. It certainly isn't a new and revolutionary idea, but recent initiatives exemplify that the concept offers plenty of benefits and one key fact: consumers love them.

From traditional retailers to major licensors, popular brands and even Internet retailers, the pop-up store has become a viable opportunity for various strategic reasons such as brand awareness, incremental sales and simple consumer research.

Consider these 10 examples and what they represent in terms of retail trends (consumer research, brand awareness, product showcase, brand promotion and publicity, fan engagement, anniversary celebrations and direct product sales).

- **AwesomenessTV**—This multi-channel network opened a pop-up shop—Scene@AwesomenessTV—in Los Angeles, Calif., last month as a brand showcase and test. As you'll read in the cover story, "AwesomenessTV: The New Vibe," this store features merchandise for the MCN's brand, talent and live events and is meant to be a meeting place for tweens and teens.
- **DreamWorks Animation**—DreamWorks opened its holiday-themed entertainment and retail experience—DreamWorks DreamPlace—in shopping locations in Glendale, Calif.; Rancho Cucamonga, Calif.; Las Vegas, Nev.; Arlington, Texas; Atlanta, Ga.; Chicago, Ill.; and Yonkers, New York.
- **Amazon**—Even the world's largest Internet retailer can't avoid brick-and-mortar stores. Amazon opened two pop-up shops for the holidays in San Francisco and Sacramento, Calif., that feature electronics and hardware. Amazon is also planning a store in New York City that will function as a warehouse and fulfillment center, but also showcase its products.
- **Zappos**—The online shoe and apparel retailer opened a pop-up store at the Western Hotel in downtown Las Vegas that features its products and connects customers on site to its online store.
- **Warner Bros. Consumer Products**—The

licensor partnered with Eight O'Clock Coffee to celebrate the 20th anniversary of the TV series "Friends" with a Central Perk pop-up shop in New York City. The cafe, which featured various promo events, select licensed merchandise and free coffee, exemplifies how a pop-up store can offer major publicity for a brand franchise.

- **Saban Brands**—For its lifestyle Paul Frank brand, Saban debuted its first pop-up store in New York's Times Square at the Paramount Hotel. The store, which features apparel, sleepwear, accessories and New York City-themed gifts, is also positioned as an interactive experience with various displays and events.
 - **BBC**—The BBC offered Doctor Who licensed merchandise for the first time in Australia with a pop-up store in Sydney.
 - **Eddie Bauer**—This outdoor fashion brand opened a pop-up store in New York City's Union Square that will also be the site of a new flagship store set to re-open in spring 2015. It features a display of the brand's heritage apparel as well as a Twitter-activated vending machine that will dispense products, gift cards and discount promotions to customers who engage in social sharing while in the store.
 - **Panasonic**—The electronics brand opened a pop-up store in New York's Union Square that features its home, adventure, imaging, entertainment and beauty products. The company said the effort was created to showcase its new products and interact directly with customers.
 - **Sanrio**—Hello Kitty celebrated its 40th anniversary with the fan convention KittyCon that featured three pop-up stores, various exhibits and activities. Housed under one roof were Hello Kitty's top licensees, Target's exclusive HK collection and exclusive anniversary products.
- These diverse pop-up store examples show how licensors and brands are looking for ways to engage with and educate shoppers, promote products, create awareness and, for some manufacturers, to even sell directly to their customers. ©



By **Tony Lisanti**
Editor-in-Chief

DreamWorks Holiday Stores Open Nationwide

DreamWorks Animation will make its first official foray into the retail space with the launch of DreamPlace this holiday season.

DreamPlace will combine the latest technology with storytelling from the creative minds at DreamWorks to re-imagine one of the signature moments of childhood—meeting Santa Claus.

The 2,000-square-foot holiday retail experience will debut in seven locations across the U.S. including New York, New York; Los Angeles, Calif.; Chicago, Ill.; Dallas, Texas; Atlanta, Ga.; and Las Vegas, Nev.

Tapping into DreamWorks' stable of artists, storytellers and innovators, DreamPlace will enable children to experience the full narrative of a visit to the North Pole. Prior to their mall visit, families can make appointments via an app, negating the familiar long lines for Santa. Once there, kids will be taken on an immersive journey with Shrek and his friends to the North Pole.

"DreamPlace turns the traditional mall holiday visit on its head with an immersive, interactive approach that draws on our signature brand of technology, storytelling and of course, humor," says Michael Francis, chief global brand officer, DreamWorks Animation. "We are continually looking for new ways to bring our characters to life and DreamPlace will deliver an unparalleled experience which fans will absolutely love."

The first DreamWorks DreamPlace opened at The North Pole

Adventure at Ridge Hill in Yonkers, New York, in early November, with Jeffrey Katzenberg, chief executive officer, DWA, taking part.

"DreamPlace draws on DreamWorks Animation's signature brand of storytelling, artistry and technology to deliver an interactive experience that is truly unparalleled in the retail environment," said Paul Kurzawa, head of retail development and entertainment, DWA.

Real estate companies General Growth Properties and Forest City Enterprises own the seven locations hosting DreamPlace.



Meredith Cooks Up Allrecipes Kitchenware

Media and marketing company Meredith Corporation has signed a licensing agreement with Clipper to develop a line of cookware, bakeware and kitchen gadgets under the Allrecipes brand.

The deal marks Allrecipes' first product line, which will debut at the International Home and Housewares show in March 2015.

The 7-year, renewable licensing agreement, will see the development of a range of products for home cooking needs.

"We selected Clipper as a partner for cookware, bakeware and kitchen gadgets because of its reputation for quality and



innovation," says Elise Contarsy, vice president, Meredith Brand Licensing. "This is a natural brand evolution, and we're excited to see Clipper bring our brand to life."

Allrecipes, one of the world's largest food-focused social communities, receives more than 1 billion visits each year. Since its launch in 1997, the Seattle-based social site has become a global, multi-platform

brand with 19 websites, three mobile apps and 15 e-books serving 24 countries in 13 languages.

"Allrecipes continues to grow from its digital roots, first with our successful Allrecipes magazine and now with the launch of consumer products," says Stan Pavlovsky, president, Allrecipes. "We are always looking for new opportunities to provide content, products and services across platforms and media channels that make everyday cooking easier, faster and more successful for the Allrecipes community of 40 million family-focused home cooks."



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Goodyear Lifestyle



GOODYEAR

In 1898, the Goodyear Tire & Rubber Company was founded

115 years later, it has become one of the world's most iconic and recognisable brands. The Goodyear brand is synonymous with dynamism, innovation, durability, and remarkable vision.

And it is this vision which sees Goodyear take their 115 years of expertise into footwear and clothing.

Although they have been making their mark on footwear since 1901, Goodyear's new collection has taken things to the next level. It is offering fashion-forward shoes for the man and woman who want functionality, comfort and style.

Goodyear footwear is timelessly classic, industrial-inspired and performs in all conditions – and why wouldn't it? Goodyear's tires excel in all situations, and so do their shoes. As the company points out, shoes and tires have a lot in common: both need traction, grip, durability and performance –and those qualities are Goodyear's specialities.

Goodyear has also four clothing collections offering casual wear, outdoor wear, sports wear and fashion.

CASUAL WEAR: Goodyear's Casual clothing range is a remarkably functional leisurewear and American lifestyle collection.

yle



FASHION WEAR: Fit, feel and finish combined with quality, comfort and durability are what Goodyear's fashion collection is all about. Cleverly, they explore the brand's vast history through a stunning collection of retro t-shirts and sweats which are emblazoned with Goodyear's past and present. The brand's story is told across the collection through the use of Goodyear historical logos and vintage lettering combined with unique archive imagery.

After the successful launch of the Goodyear footwear & clothing program, with the collections sold among top retailers around the world, IMG Licensing is now looking for licensees in the accessories category, specifically with bags, watches, sunglasses and other apparel.

Contact fabrice.faurie@img.com if you would like to discuss further.

in East Akron, Ohio, USA

OUTDOOR WEAR: The Goodyear name is synonymous with strong, durable and reliable performance. The Outdoor Collection is therefore tough and weather-proof—just like the Goodyear brand - featuring Goodyear's iconic blimp logo. The ideal clothes for enjoying the great outdoors in all conditions.

SPORTS WEAR: Like the Goodyear brand, the sport range is fast, effective and performance driven. They have taken their years of experience in the motorsports racing industry and have formulated a powerful line of sports wear which results in a technical premium collection designed to help the person wearing it reach their optimum.



U.K. Readies for Annual Toy Fair

Toy Fair again prepares to take over the U.K., as the annual event returns to London's Olympia exhibition center, Jan. 20-22.

More than 260 of the toy business' leading companies will occupy the show's sold out floor including Hasbro, LEGO, Bandai, Character Options and Vivid Toy Group showcasing new and evergreen licensed products. Brand names attendees will be able to find at Olympia include Union J, Woolly and Tig, Super Mario, Hello Kitty, Pac-Man, Moshi Monsters, Minecraft and FIFA World Cup 2014, among many others.

A major feature of the 2015 Toy Fair will be the Demo Zone, a designated area for exhibitors to showcase their products in front of a panel of children and Toy Fair TV cameras that will broadcast live to 24 screens around the event. The Demo Zone will be hosted by TV presenters Anna Williamson and Gavin Inskip.

Toy Fair will also reveal its Best New Toy

awards, which are predicted by a panel of retailers. Previous winners include a number of licensed products such as Character Options' Peppa Pig Weebles Wind and Wobble playhouse, Golden Bear's Henry Hugglemonster Henry's Roarsome Scooter and Summer's Super Scooter, Vivid Toy Group's Moshi Kart collectibles and Bandai's Power Rangers Super Megaforce deluxe Super Mega Saber.

U.K. Toy Fair brings together thousands of attendees including merchandisers, agents, importers, distributors, licensors, designers, play specialists, media and buyers from retailers such as Amazon, Argos, Asda, BHS, Costco, Debenhams, ELC, Fenwick, Firebox, Hamleys, Harrods, JD Williams, John Lewis, M&S, Mothercare, Play.com, Sainsbury's, Selfridges, Tesco, Toys 'R' Us, Toymaster and WH Smith.

To learn more about the event, visit ToyFair.co.uk.



WBCP Dresses Classic Characters at Forever 21

Forever 21 and Warner Bros. Consumer Products have launched an exclusive collection of limited edition women's, men's and children's apparel and accessories featuring classic Looney Tunes and Hanna-Barbera animated characters.

The WB x Forever 21 collection was designed and curated by apparel licensee Jerry Leigh, in partnership with WBCP.

The 44-piece line includes sweaters, t-shirts, tank tops, cropped tops, socks and loungewear featuring Looney Tunes favorites Bugs Bunny, Tweety, Daffy Duck, Marvin the Martian and Taz, as well as Hanna-Barbera classics such as Scooby-Doo, The Flintstones and The Jetsons. The



collection launched in Forever 21 stores globally and on Forever21.com last month.

To celebrate the partnership, Forever 21 and WBCP hosted a consumer event at the Forever 21 Times Square store in New York City.

"Forever 21 is synonymous with fashion-forward looks, and this exclusive remix of our most popular animated characters is

the perfect fit with their trendsetting style," says Karen McTier, executive vice president, domestic licensing and worldwide marketing, WBCP. "We're thrilled to bring the timeless appeal of our iconic characters to their hip and stylish consumers around the world."

"We're excited to partner with Warner Bros. Consumer Products on this exclusive collection to bring their iconic characters to the wardrobes of fashionable enthusiasts around the globe," says Linda Chang, vice president of merchandising, Forever 21. "This limited edition line will allow our customers to discover on-trend merchandise with the nostalgic charm of cartoon legends."



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DHX Inks Publishing Deal for Teletubbies Brand

DHX Brands, the consumer products arm of DHX Media, has signed a deal with Egmont Publishing for the international rights to produce a range of children's books and magazines based on the Teletubbies brand.

Product is set to roll out internationally in spring/summer 2016 and will feature a variety of publishing formats including Teletubbies-themed storybooks; coloring, sticker and activity books; annuals; novelty books; sound books; and a standalone Teletubbies magazine.

In recent months, the Teletubbies brand has gotten a refresh. A new 60-episode "Teletubbies" TV series has been commissioned by CBeebies and is being produced for DHX Media by U.K. production company Darrall Macqueen. It will feature the same characters as the original, but with an updated, contemporary look.

"Teletubbies is one of the most successful and iconic global children's brands of all time, and we are thrilled to be partnering with DHX Brands," says Rob McMenemy, chief executive officer, Egmont Publishing International. "The bold, endearing characters and the stylish world of the Teletubbies are a publisher's dream, and the team is really excited to create and bring to market content and formats that will satisfy every child and parent fan who enjoys the antics of the Teletubbies."



TIA Nominates Best in Toys

The Toy Industry Association has announced its finalists for its coveted Toy of the Year (TOTY) Awards.

For 15 years now, TIA has chosen the leading toys in multiple categories to bestow with the TOTY honor. The winning items and their manufacturers are announced at New York's annual Toy Fair, which will take place Feb. 14-17. The list of nominees also lends itself to TIA's holiday product recommendations, which the organization made public Nov. 24.

The TOTY winners will be announced Feb. 13 at a Toy Fair 2015 kick off event that also culminates in the induction of the

latest Toy Industry Hall of Fame candidate.

This year, as in years past, licensed properties continue to dominate the list of nominees. Among the Property of the Year nominees are Disney's Frozen, Mojang's Minecraft, Spin Master's Paw Patrol, Activision's Skylanders Trap Team, Nickelodeon's Teenage Mutant Ninja Turtles and LEGO's The LEGO Movie.

Leading licensors continue to feature heavily throughout the list of nominees with mentions in categories like Boy Toy of the Year, Girl Toy of the Year and Preschool Toy of the Year for properties such as Disney's Planes: Fire & Rescue and

Doc McStuffins, as well as Marvel's Super Heroes; Hasbro's NERF and NERF Rebelle ranges; and Mattel's perennial Hot Wheels and Barbie.

LEGO also has a strong presence among the nominees, with a nomination in six of the 12 categories for its products and co-brandings such as LEGO Mixels, LEGO Disney Princess, LEGO Fusion, LEGO Technic and LEGO Juniors.

A licensee that pops up on the list in multiple categories is Spin Master, which leads the way with seven total nominations.

For the complete list of TIA's TOTY nominees, visit LicenseMag.com.

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Sanrio to Helm 'One Piece' Euro Program

Sanrio and Toei Animation Europe are pairing to unite Hello Kitty and the anime series "One Piece" in a joint licensing program for Europe.

At the center of the co-branding partnership will be the creation of an exclusive product line that joins "One Piece" hero Chopper with Hello Kitty.

"One Piece" is a Japanese anime series that has been broadcast in the country since 1999. It follows the adventures of Monkey D. Luffy, a magically rubberized character, and his crew of pirate cohorts as they explore the ocean for the ultimate treasure, known as the One Piece.

Sanrio will manage the licensing

program.

"'One Piece's' Chopper is a charming and joyous character who's right at home in our Hello Kitty family," says Paolo Casarini, licensing director, Sanrio. "It is a delight to work with Toei Animation and its team of designers in creating a truly unique alliance."

"This is a meaningful partnership for both Toei and its legions of 'One Piece' fans across Europe," says Ryuji Kochi, general manager, Toei Animation Europe. "Sanrio's global reputation and its passion for imaginative and inspiring brands make us very excited for our wonderful collaboration."



Audiences Continue to Get to 'Sesame Street'

Cookie Monster, Elmo, Big Bird and the rest of the "Sesame Street" neighborhood celebrated the 45th anniversary of the iconic television show last month.

First aired in 1966, "Sesame Street" has gone on to become the longest-running children's television series in history. Its viewership continues to remain strong 45 years on, aided by domestic and international versions of the series that reach 156 million children worldwide in 150 countries.

"Sesame Street" and its non-profit and consumer products arm Sesame Workshop is founded on teachings that foster smarter, stronger and kinder children, a message that continues to resonate around the globe. It's also not afraid to tackle tough social issues that children and their families face, such as incarceration, divorce and even HIV/AIDS.

Over its lifespan, "Sesame Street" has come to be a pop cultural bastion as well, becoming just as well known for its comedic parodies and celebrity guest appearances. From James Earl Jones' first celebrity appearance in 1979 to pop band One Direction and First Lady of

the United States Michelle Obama, who makes a stop at the iconic street in season 45, the show continues to remain a stalwart of childhood and a consumer product draw.



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Martha Stewart Makes Leap to 3D Printing

Martha Stewart Living Omnimedia and 3D printing company MakerBot are teaming to develop printing materials and 3D printable designs that can be used with the MakerBot Replicator 3D Printer.

The co-branded Martha Stewart for MakerBot collection, a first for MakerBot, will include filament (the material used for the 3D printing) as well as a digital store featuring product models that can be purchased, downloaded and 3D printed.

“We are thrilled to work with MakerBot to bring our signature color palette and designs to the world of 3D printing,” says Martha Stewart, founder and chief creative officer, MSLO. “3D printing allows for cost-effective product design without compromising artisanal character. With this partnership, we are able to leverage our expertise and expand our business into the exciting new 3D printing category.”

Martha Stewart and her team of designers are working side-by-side with the MakerBot design team to produce collections that allow customers to 3D print Martha Stewart content in custom Martha Stewart colors.

Three Martha Stewart for MakerBot PLA Filament colors and the first digital store collection, the Trellis Collection, are available now at MakerBot.com.

“We are big fans of Martha Stewart and her thematic designs,” says Jenny Lawton, acting chief executive officer, MakerBot. “We think her creations and colors are a natural fit for 3D printing. Seeing a renowned lifestyle brand such as MSLO introduce 3D printable merchandise is a true testament to their company’s innovative outlook. By working with the MSLO team, we’re able to broaden our reach and bring Martha Stewart’s design aesthetic to an entirely new audience.”



MAGIC Adds a Childrenswear Show: Playground

MAGIC Marketweek has announced a new addition to its collection of fashion trade shows—Playground, its first-ever contemporary kidswear show.

Launching in February, the juried selection of kids’ brands will live at MAGIC, sitting outside the Las Vegas Convention Center’s Central Hall. The event will take place Feb. 17–19, 2015.

Playground will target dual-gender brands, ranging from infants to tweens.

“Contemporary kids’ brands have been asking us for some time to develop a juried event for them,” says Christopher Griffin, president, WWD MAGIC. “The timing is right, and we look forward to building a show that meets the needs of this community.”

MAGIC Marketweek, which is owned by Advanstar Fashion Group, is currently comprised of 9 shows—Project, The Tents,

ENKVegas, Men’s, PoolTradeShow, WWD MAGIC, FNPlatform, WSA@MAGIC and Sourcing@MAGIC. Playground will be the company’s 10th show for the bi-annual event.

Drawing inspiration from Project’s “transformative contribution” to the menswear landscape, the new show will serve the modern side of the kids’ market and will be curated by leaders in the children’s industry including brand owners and retailers.

Brands already slated to exhibit at the show’s premiere event in February include Splendid, Sweet Peanut, Ella Moss, Prefresh, Appaman, Urban Sunday, Orangeheat, Chaser and Nununu.

Best Buy Plans Samsung, Sony Shop-in-Shops

Best Buy is planning two new in-store retail spaces in partnership with Sony Electronics and Samsung.

Sony is planning new home theater shop-in-shops at approximately 350 Best Buy locations across the U.S., while Samsung will open Entertainment Experience areas featuring its latest line of TVs at 500 stores nationwide.

Beginning in May 2015, the immersive Sony Experience at Best Buy will feature enhanced fixtures, interactive demonstration areas and certified Sony Experience Experts to showcase Sony's TVs and other home entertainment offerings including media players, camcorders, sound solutions and the PlayStation4. To address the online shopper, a Sony Experience at BestBuy.com will be available

to provide customers with a dedicated online space to learn about and shop Sony home theater products.

"The Sony Experience will give consumers a shopping experience unlike anything before," says Mike Mohan, chief merchandising officer, Best Buy. "Sony's 4K Ultra HD televisions have to be seen to be believed. Our newly transformed home theater areas will, for the first time, allow customers to test, try and experience how all of the Sony products work together."

The new Samsung Entertainment Experience areas will highlight the company's latest line of TVs including curved UHD TVs. The new TV line will be showcased alongside Samsung's home audio products and will be staffed by



Samsung-trained Best Buy retail associates.

"The Samsung Entertainment Experience will give consumers access to the largest Samsung Curved UHD TV assortment," says Mohan. "We are pleased that Samsung is expanding their presence in our stores and online, similar to what they did with mobile and computing products showcased in the Samsung Experience Shops."

Nickelodeon Shacks Up with Karisma Hotels

Luxury hotel chain Karisma Hotels & Resorts, in partnership with Viacom International Media Networks, will bring Nickelodeon-branded experiences to its line of Azul Hotels.

The collaboration marks the first time Nickelodeon has partnered with an international resort chain.

The Nickelodeon vacation experience will include character dining and interactions with Nick characters such as Dora the Explorer, SpongeBob SquarePants and the Teenage Mutant Ninja Turtles.

"We're very pleased to work with Azul Hotels by Karisma to bring our fans closer to the Nickelodeon characters they know and love," says Gerald Raines, senior vice president, global recreation partnerships, Nickelodeon. "These vacation experiences create yet another touchpoint for Nickelodeon, ensuring that we are bringing the joy and fun of our brand to our fans everywhere they are."

The experiences will debut in summer 2015 at Azul Hotels by Karisma, which are a collection of family-focused, inclusive properties in Riviera Maya, Mexico and Negril, Jamaica.

"We are thrilled to team up with VIMN to introduce Nickelodeon to our visitors, as Nickelodeon shares our dedication to offering the highest-quality entertainment," says Mandy Chomat, vice president of sales and marketing, Karisma Hotels & Resorts.

The Hunger Games Heads to the London Stage

Lionsgate is bringing the blockbuster Hunger Games franchise to the stage in partnership with Dutch media company Imagine Nation and the U.S.-based Triangular Entertainment.

The first two installments of the film adaptation of the best-selling book series by Suzanne Collins grossed more than \$1.5 billion at the worldwide box office. The most recent installment, *The Hunger Games: Mockingjay—Part 1*, hit theaters worldwide last month. The final film in the series, *The Hunger Games: Mockingjay—Part 2*, is due for release in fall 2015.

"The Hunger Games" stage experience will launch in summer 2016 in a brand-new, purpose-built theater next to London's Wembley Stadium. The partners plan to use immersive staging techniques to bring the books and films to life on the stage.

"The Hunger Games" live show will be produced by Robin de Levita, co-founder of Imagine Nation; U.K. promoter Harvey Goldsmith; Triangular Entertainment's Warren Adams; Brandon Victor Dixon of WalkRunFly Productions; entertainment executive Robert Harris; and R&R Media's Gary Ricci.

"Robin de Levita and the entire production team are the perfect partners for extending The Hunger Games franchise into a live theatrical experience," says Tim Palen, chief marketing officer, Lionsgate.

The Beano Hits Asos

The Beano and DC Thomson Consumer Products debuted the first-ever The Beano menswear line in November designed exclusively for online fashion store Asos.

Developed and manufactured by British design firm N16 Vintage under the brand name Reclaimed Vintage which specializes in working with vintage garments, the fashion-forward line celebrates the best of Britain and taps into the trends of punk

heritage, '80s rebellion and nostalgia, while uniting with *The Beano's* rebellious and menacing spirit.

Available for young men, the line includes t-shirts, shirts and outerwear that are either vintage-inspired or original reclaimed garments featuring iconic imagery and details drawn from *The Beano* archives. The range is comprised of a selection of 16 pieces and includes a Russian military Breton tee complete with original labeling, vintage denim shirt

with embroidery detailed pocket, long-line signature black and red checked shirt and a bomber jacket with an all-over comic strip print.

"We're always exploring new ways of working with *The Beano's* iconic artwork, and the collaboration with N16 Vintage is a fantastic complement to our growing adult apparel range, showing what can be done with the archive, but interpreted with a modern twist," says Tim Collins, head of brands, DC Thomson. "They join a growing list of partners including PoeticGem, Fabric Flavours, Trufflesuffle, Blues Clothing and Licensing Awards 2014 winner Dr. Martens for its innovative branded shoe line."

"We are thrilled to be able to unite our signature fashion look with a classic vintage icon, and confident that the collection will be a major hit this season," says Josephine Beckett, managing director, N16 Vintage.



City of New Orleans Launches Merch Store Online

The New Orleans Tourism Marketing Corporation has launched an e-commerce site for the famed Louisiana city—the New Orleans City Store.

The official store offers New Orleans-branded items featuring the city's iconic fleur de lis image, as well as themes from the its Follow Your NOLA advertising campaign that encourages visitors to explore the city in a whole new way.

"From hidden jazz clubs to world-famous restaurants, there's no place in the world quite like New Orleans," says Mark Romig, president and chief executive officer, New Orleans Tourism

Marketing Corporation. "Now people can proudly demonstrate their love for New Orleans by wearing its official brand."

The store currently features t-shirts, tote bags and posters, and will expand to include some of the city's native brands such as the iconic "water meter" and French Market items through partnerships and license agreements with the New Orleans' Sewerage and Water Board and French Market Corporation.

A portion of the proceeds from licensed products will benefit their respective organizations. ©



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BLE CONTINUES TO GROW

By **Nicole Davis**

Purple carpet on the main aisle wasn't the only new addition at Brand Licensing Europe this year. The event welcomed more exhibitors than ever before, highlighting the vibrancy of the EMEA licensing industry.

For its 16th outing, Brand Licensing Europe continued the momentum of past years with a 6 percent increase of exhibitors, making this the largest show ever in terms of physical floor space.

More than 9,500 professionals from all over the world attended the annual event, which took place Oct. 7-9 at London's Olympia exhibition hall.

Of the 306 brands and companies that exhibited this year, 88 were newcomers and included such well-known companies as Bandai Namco, Chelsea Football Club, Hearst Publications, King, the National Museum of the Royal Navy, Jim Henson, The Franklin Mint, Ty and Von Dutch.

But perhaps the most notable increase this year was in the number of retailers

that attended the show, up 28 percent from 2013.

"We couldn't be more thrilled with this year's event," says Darren Brechin, event director, BLE. "Our key objective for 2014 was to deliver more qualified buyers, so to witness a staggering 28 percent increase in retail attendees has surpassed all of our expectations. We are in a fast-paced and exciting industry, and this year's show was a true reflection with so many new properties, and many well-loved favorites, brought to market to explore the endless opportunities licensing offers."

The Retail Mentoring Programme also had its biggest year yet, attracting more than 50 buyers from 10 major U.K. retailers.

New this year were a number of charitable partnerships including one with the Battersea Dogs & Cats home that saw the show get its first mascot—Squirt the Dog.

It was standing room only for the two keynote sessions featuring the British Olympic Association's Team GB and Mojang, the creator of "Minecraft," with both companies discussing their approaches to licensing and brand development.

And as always, the show was a hotbed of new brands, new licensing opportunities and new deals. Read on for some of the biggest news to come out of the 2014 show.

Brand Licensing Europe 2015 will take place October 13-15 in London.

Character & Entertainment

The first floor of Olympia was home to all things entertainment, filled to the brim with characters and brand activations like the Table Tennis ping-pong tournament, hosted by DC Thomson (licensor of Dennis the Menace), the Bounce Alzheimer's Therapy Foundation and Table Tennis England.

Redan Alchemy's Sooty and Sweep went head-to-head in a contest to see who was the nation's favorite character, with Sweep ultimately taking the crown.

Nickelodeon Viacom Consumer Products announced plans to create Nickelodeon stores in a variety of international destinations, beginning with a flagship specialty store in London in partnership with Entertainment Retail Enterprises. Opening in the second quarter of

2015, the London store will include interactive elements as well as a broad range of products based on Nickelodeon's properties.

The world's largest licensor, Disney Consumer Products, also had a swath of announcements around its upcoming properties including the unveiling of toys across multiple categories for Walt Disney Animation's *Big Hero 6* film from Bandai. Swarovski and Supertrash were named as some of the first licensees for the March 2015 *Cinderella* live action film. Finally, DCP presented the TV movie *Descendants*. The film will be the biggest Disney Channel movie production since *High School Musical*. Slated for 2015, the movie will star the teenage offspring of Disney's most iconic villains including Maleficent, the Evil Queen, Jafar and Cruella de Vil.

2015 is looking to be a big year on the movie front with the much-anticipated *Jurassic Park* sequel, *Jurassic World*, hitting theaters in June, 20 years after the first film. Universal Partnerships & Licensing unveiled a huge roster of partners for the film, in addition to Hasbro, the brand's long-time master toy licensee. Among the new U.K. partners for the brand are Dreamtex (home furnishings), Smith & Brooks (apparel), Unique Industries (party goods), VMC Accessories (accessories) and Zak U.K. (dinnerware), alongside a host of U.S. and international licensees.

Another classic brand getting a new treatment in 2015 is Gerry Anderson's Thunderbirds. ITV Studios Global Entertainment announced the first licensing partners for the new series "Thunderbirds Are Go" at BLE, including Vivid Imaginations as worldwide master toy (excluding the U.S. and Asia), DC Thomson for an annual and monthly magazine, Kokomo in the personal care category, Danilo for stationery products and Posh Paws for bags.

DHX debuted its new preschool brand Twirlywoos and announced that Golden Bear would serve as the property's master toy licensee. The new TV series from Anne Wood and Ragdoll Productions was commissioned by CBeebies and will begin airing in spring 2015. DHX Media, which co-funded the project, is handling global distribution and merchandising for the show.





Entertainment One continues to build Peppa Pig's global presence with the announcement of plans for a themed area in the Leolandia theme park in Milan, Italy.

The four-year deal will see the development of a water play area, playground, tours of the Pig family's two-story home and character meet-and-greets.

Following the success of the premiere season of Showtime's TV series "Penny Dreadful," CBS Consumer Products unveiled a robust lineup of new partners in apparel, accessories, collectibles and publishing including Titan Books, Bif Bang Pow!, Rizzoli/Universe, Cryptozoic and Changes.

Warner Bros. Consumer Products highlighted a series of brand collaborations between Tom and Jerry and Puma, Looney Tunes and the National Basketball Association (which signed its first deal with Allegre for plush) and a continuation of the Hello Kitty/DC Comics Super Heroes crossover.

Meanwhile, FremantleMedia Kids & Family Entertainment continued to expand its preschool series "Tree Fu Tom" across Europe with the appointment of licensing agents in France (Biplano), Spain (El Ocho) and Greece (Partner Plus).

Brands & Lifestyle

Perhaps the area of the show that saw the biggest changes this year was Brands & Lifestyle, which expanded within Olympia's gallery level, growing a whopping 25 percent from 2013.

Additionally, a new Brands & Lifestyle Theatre hosted 17 educational sessions organized in partnership with Brand Jam.

Heritage brands made a big showing in this area, with new exhibitor the National Museum of the Royal Navy signing a number of licensees for the warship HMS Victory including Willow and Warson for wooden accessories made from the original timbers of the ship, Cheatwell Games for games and puzzles and Star Editions for prints of the ships in the NMRN's archives.

Marks & Spencer launched a new line of menswear inspired by the University of Oxford

under the Blue Harbor brand during the show. Produced by TVM Fashion Lab, the collection features 14 collegiate-style pieces as well as the university's coat of arms and crest.

The National Gallery, the fourth most visited museum in the world, appointed JELC to develop an international licensing program for its collection of paintings.

Sports company Extreme gave away free tickets to the 2015 Extreme Drift Allstars U.K. Grand Prix car drifting competition to all show attendees and offered the chance to get behind the wheel with GT/Rally and drift rig simulators.

Beanstalk showcased its new consulting division, Blueprint, which specializes in advising companies on how to evolve their brands. The agency also announced two strategic alliances with the Wild East Group in India and Click! Licensing in Southeast Asia to bring Beanstalk client brands to those regions and develop local properties.

Art, Design & Image

Participation was also up in the Art, Design & Image section of the show, with a 9 percent increase in exhibitor numbers from 2013.

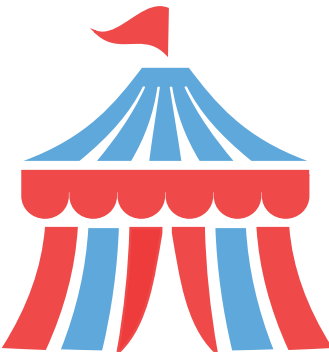
Last year's License This! winner, Mr. Trafalgar, made its BLE debut, showcasing its first consumer products including homewares and tech accessories from TaylorMe.

Character-based brand RaNT! was named the 2014 winner of the competition for new creative concepts. The judging panel, which was led by Ian Downes, managing director of Start Licensing, said the property stood out "for its originality and topicality."

As the License This! winner, RaNT! will receive a fully furnished stand at Brand Licensing Europe 2015, worth £5,100, to bring its property to market next year.

Art Ask Agency showcased new partnerships for some of its top properties including Anne Stokes, Muy Pop and Frida Kahlo. The agency will expand its Frida Kahlo fashion brand in 2015 with new partners LPP for a capsule collection, Fix Design and Ditexmed for apparel and Acme for writing instruments and accessories. ©





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Jim Fielding (top), global head of consumer products and retail, AwesomenessTV, is surrounded by content creators Josh Leyva ("YoMuscleBoii"), Ingrid Nilsen ("Miss Glamorazzi"), Amanda Steele ("MakeUpByMandy24") and Sawyer Hartman.

An exclusive look at how Jim Fielding is taking this upstart, multi-channel YouTube network and its most popular content creators into the world of brand building, licensing and beyond.

By **Tony Lisanti**

In an incredibly short time, AwesomenessTV was launched by a noted producer, acquired by DreamWorks Animation, formed a brand licensing group and established itself as one of the most interesting and exciting new digital business models focused on unique content and creators, brand development and consumer products.

For many of its traditional TV rivals, retailers and licensors, as well as typical moms and dads, AwesomenessTV is still a little known or understood network, but for its sweet spot fan base of tweens, teens and Millennials, it is the go-to source for hip and trendy on-demand entertainment. And now it is also on track to become a viable new source for brand licensing, events and consumer products worldwide.

The names of its most popular shows such as "IMO," "Make Me Over," "Austin Mahone Takeover," "Cheerleaders," "The Jenn and Andrea Show!," "Side Effects"

and “Runaways,” or its biggest names such as Ingrid Nilsen, Amanda Steele, Josh Leyva and Sawyer Hartman, may not be readily recognizable or familiar to mainstream audiences, but they are major stars in the YouTube universe.

While it is challenging, costly and time-consuming for many traditional TV networks to expand programming, AwesomenessTV has had the benefit of building its network, much heralded content and huge audiences at sheer lightning speed, driven by the vision and leadership of its founder Brian Robbins. Robbins launched the network in June 2012 with \$3.5 million and sold it DreamWorks less than 12 months later for \$33 million, plus as much as \$84 million in additional payouts.

Jeffrey Katzenberg, chief executive officer of DreamWorks Animation, described AwesomenessTV as “one of the fastest growing content channels on the Internet today.” He went on to say: “[DreamWorks Animation’s] acquisition of this groundbreaking venture will bring incredible momentum to our digital strategy. Brian Robbins has an extraordinary track record in creating family content both for traditional and new platforms and his expertise in the TV arena will be invaluable as we grow our presence in that space.”

“The acquisition speaks to Katzenberg’s vision for the future of entertainment, the immense appetite for new kinds of storytelling and the power and reach of YouTube,” says Robbins.

This deal exemplified the popularity and potential of online entertainment and set into motion the acquisition of other major multi-channel network entertainment companies—The Walt Disney Company acquired Maker Studios and Otter Media, co-owned by AT&T Inc. and the Chernin Group, acquired Fullscreen. Furthermore, last April, AwesomenessTV acquired a YouTube multi-channel network for itself, Big Frame, for \$15 million.

At present, with almost 90,000 channels, 60 million subscribers, more than 1 billion views per month and an audience of 16- to 24-year-olds, it’s easy to understand the overall value and potential of AwesomenessTV.

Recognizing the tremendous popularity of its programming, the size of its audience

and the synergy and infrastructure of DreamWorks Animation, AwesomenessTV quickly moved into brand licensing last April, when former veteran retail, merchandising and licensing executive Jim Fielding was recruited as global head of consumer products and retail. Fielding has quickly led the charge to establish AwesomenessTV as a major force in brand extensions focusing on original content, talent and creators and global retail development, not only as a licensor, but also as a third-party licensing agency and brand ambassador.

“Fielding is a true visionary in the retail industry, and he brings a unique perspective on our target teen audience,” says Robbins.

Since his arrival just eight months ago, the former chief executive officer of Claire’s Stores and president of Disney Stores worldwide has been on a fast track for growth, implementing a







multitude of initiatives, from the AwesomenessTV brand product line to a pop-up retail store to an exclusive apparel collection at retail.

"I view our company today as a next generation digital media company, as a brand and as a destination for teens and young Millennials globally," says Fielding. "We have a lot of great content, but we don't have time to focus on all of it, so it really comes down to prioritization."

Fielding is representing a diverse portfolio of talent that includes singers, filmmakers, artists, comedians and actors that offer a truly authentic story. He says that AwesomenessTV has already signed 11 different creators exclusively for licensing and merchandising and has met with more than 30 others with hopes of establishing an immediate talent portfolio of between 20 and 25 in order to fully maximize each one individually.

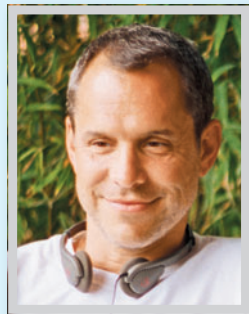
"The product life cycle is very different from traditional film or TV licensing," points out Fielding. "Many of the biggest YouTube stars and creators have already established a longevity over the past 5 to 7 years even though we have just started talking about this sector a lot in the past year or two."



An Awesome Attitude and Authentic Opportunity

As he followed the habits of his two kids, AwesomenessTV founder Brian Robbins quickly realized the old model was changing, and so he launched his multi-channel network in May 2012.

"The goal was to build a brand with AwesomenessTV, and I felt there was an opportunity based on what was happening digitally compared to what happened 30 years ago with the cable TV boom," says Robbins.



Brian Robbins, founder, AwesomenessTV

"When [DreamWorks'] Jeffrey Katzenberg first called me, he said to me: 'You are focused on the wrong thing. You are missing consumer products. You need to build it inside

of your own company and that's the only way it will be authentic.'

"The vision of becoming a full-fledged media company is coming to life," continues Robbins. "I remember when MTV was super hot and you could go into Times Square where they had a little store and buy merchandise, which was coolest thing you could do. We are reliving that now with the same type of vibe and excitement."

According to Robbins, consumer products are a natural extension for AwesomenessTV personalities.

"There are so many opportunities with talent for consumer products," adds Robbins. "The next Martha Stewart or Rachel Ray is coming from this world. We will look back at this again in 12 months and say 'OMG, look at that! Look how big that brand is.' We don't exactly know who it will be, but we will see this happen over and over again."

Some of the top creators that AwesomenessTV is working with as a master licensing agent include:

- Ingrid Nilsen (“Miss Glamorazzi”)—Nilsen started on YouTube in 2009 making lifestyle videos centered on beauty, fashion and healthy food how-to’s. Since then, she has amassed 209 million views from more than 3 million subscribers. Nilsen will serve as a judge in an upcoming episode of the reality-competition series “Project Runway: Threads” alongside Christian Siriano, Vanessa Simmons and two *Seventeen Magazine* editors.
- Amanda Steele (“MakeUpByMandy24”)—Steele is a beauty guru who offers fans how-to tutorials and fashion advice. Her channel has more than 1.8 million subscribers and almost 115 million views. Steel has partnered with AwesomenessTV and stars in the series “Life’s S.o. R.a.d.”
- Josh Leyva (“YoMuscleBoii”)—Leyva is known for his two channels, “YoMuscleBoii” and “YoJoshyBoii,” which combined have more than 1 million subscribers and nearly 80 million views. His videos feature a variety of characters, punchlines and comedic elements. He also hosted “YoMuscleBoii’s Royal Caribbean Adventure,” a four-episode reality travel series that ran on AwesomenessTV, that gave teens an inside look at a Royal Caribbean vacation.
- Sawyer Hartman—Hartman is a director, actor and YouTuber whose “Thru My Eyes” and collaboration videos have garnered millions of views from his 1.7 million subscribers. Hartman has also written and directed film shorts, *Welcome To Tokyo*, *Parallax* and *Lost Island*.
- Teala Dunn (“Tealaxx2”)—Dunn has grown her fan base to more than 500,000 subscribers who look to her for beauty and fashion advice. She has also had leading roles in series such as “Are We There Yet?” and Nickelodeon’s “The Wonder Pets” and “The Naked Brothers Band.” Additionally, Dunn co-hosted AwesomenessTV’s daily talk show “IMO.”
- Meg DeAngelis (“MayBaby”)—With 1.4 million subscribers, DeAngelis offers tips on make-up and fashion. She is also the host of “Makeup Mythbusters.”

In addition to the creators, AwesomenessTV has established its

own brands based on various categories and communities.

“The power of AwesomenessTV as a brand is important because that helps give us longevity, while content and talent that cycles under the network may change and grow,” says Fielding. “It serves as the foundation and allows us to create other brands such as Awesome Fitness, Polished (beauty brand) and Wonderly (crafting brand) based on online communities of like-minded individuals on YouTube, user-generated content and content we have created.”

The AwesomenessTV signature merchandising program is based on the logo, essence, culture and attitude of the network and includes such fan-based merchandise as t-shirts, hats, backpacks, cell phone cases, small leather goods and accessories.

Another segment that offers growth and follows a more traditional entertainment licensing perspective, according to Fielding, is original scripted content such as “Side Effects,” which was released last year, and the new comedy movie, *Expelled*, which will have its multi-platform premiere this month. *Expelled* will release in select theaters in New York, Los Angeles and Chicago, Dec. 12, and will then launch online at ExpelledMovie.com, Dec. 16. AwesomenessTV has also partnered with Twentieth Century Fox Home Entertainment to debut the movie on digital HD across all digital stores



AwesomenessTV content creators Sawyer Hartman, Ingrid Nilsen and Josh Leyva (left). Nilsen and Jim Fielding (right).





consumer products and related events will be released. He says four or five original movies are also in the pipeline for next year.

One of Fielding's most interesting initiatives that could have strong growth opportunities in the future is the creation of a pop-up retail store called Scene@AwesomenessTV, which opened in November on North Fairfax Ave. in Los Angeles, Calif. The 1,000-square-foot store features select products from some of the aforementioned creators and hosts appearances by AwesomenessTV talent, DJs, musicians and various other events.

"Just as short-form content has captivated Gen Z online, we believe that short-form or pop-up retailing will resonate with them offline," says Fielding. "Our goal is to create a physical touchpoint to deepen the relationship with our customers as well as measure brand impact. The pop-up store will be a laboratory in which we will try a lot of different things with products and events that will provide measurable data that we can share. I don't want it to be just a store, but a teen hangout where entertainment, YouTube creators and product all come together."

Fielding says he has already received inquiries from other cities in the U.S. and abroad to open a pop-up store, which will be evaluated for next year depending on the success of the L.A. site.

More traditional retail partnerships are yet another area that could offer explosive growth over the next few years. In September, the first

beginning Dec. 16.

According to Fielding, AwesomenessTV green lit *Expelled* just this past August, and in less than four months, the movie,

AwesomenessTV exclusive retail collaboration was launched at Kohl's called S.o. R.a.d., a seven capsule limited edition junior's fashion line based on "Life's S.o. R.a.d.," the original AwesomenessTV series starring Steele and Lia Marie Johnson.

"What hasn't changed is that retailers want uniqueness, exclusivity and differentiation," says Fielding. "AwesomenessTV can create customizable solutions for retailers. We are at the intersection of content, product and marketing, and that intersection of great storytelling, great products, social marketing and activation where we are positioned is the sweet spot. It's at the forefront of where retail is going."

Another segment of growth for AwesomenessTV, according to Fielding, is a joint venture with Universal Music Group, called Awesomeness Music. The first group to launch out of that partnership, Cimorelli, is comprised of six sisters ranging in age from 16 to 24. Cimorelli released its first original album last month and signed to a consumer products deal that will hit retail in time for back-to-school 2015.

For the immediate future, Fielding's initiatives include bringing new talent brands to market, a broader distribution of AwesomenessTV signature products, the initiation of programs for DreamWorks TV, the launch of an e-commerce store on the AwesomenessTV website and the expansion internationally to English-speaking countries (the U.K., Canada and Australia), and then to other territories. Fielding says he is developing several categories including home, accessories, jewelry, tech accessories and footwear, and has a major idea to tie-in with Halloween 2015.

"There is not an absence of ideas or an absence of opportunities. The most important thing is for our team to continue to stay focused on prioritization and try and pace it out—we can't do it all at once," says Fielding. "We have had tremendous support from DreamWorks, from the founders of AwesomenessTV and our brand licensing team of 18 with a combined 100 years experience is in place."

With all the hype that surrounds the multi-channel networks and online content and how it is changing the traditional entertainment model, the potential growth and opportunity in brand licensing is very real, and AwesomenessTV and DreamWorks Animation are now leading the way. ©

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By **Tony Lisanti**

The Grateful Dead, the iconic band known for its funky brand of rock n' roll that created a cult following, continues to experience a popularity that will only intensify as Warner Music Group and Rhino Entertainment tune up and kick off a momentous celebration to mark a milestone that very few rock groups achieve.

With its rabid fans (a.k.a. "Deadheads") that span generations, Rhino Entertainment is expanding the band's licensing efforts to mark the 50th anniversary of this pop culture phenomenon that rose to stardom in the clubs of San Francisco, Calif., during the counter culture, hippie movement of the mid-1960s.

"We are truly excited about the 50th year,

but then again we were also excited about the 47th, 48th and 49th as well," says Mark Pinkus, president, Rhino Entertainment.

Pinkus' enthusiasm reflects the breadth and scope of the Grateful Dead's licensing program. Through the years, Rhino Entertainment has been able to leverage the band's distinctive images, creating reiterations from fans and various celebrity artists into thousands of variations and hundreds of licensed products across all retail sectors. From the readily identifiable Skull & Roses artwork that donned the cover of the group's first album in 1966 to the bold and classic 50th anniversary logo, Rhino Entertainment has established the Grateful Dead as one of the leading rock band



**Mark Pinkus, president,
Rhino Entertainment**





GRATEFUL DEAD

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licensing programs in the world. This popularity is underscored by the fact that the band has not performed publicly together in almost 20 years and has endured despite the loss of several original band members, including the passing of frontman Jerry Garcia in 1995.

"The timelessness of the music is the key element that defines the Grateful Dead's longevity," according to Pinkus. "The music was never trendy, and it never sounded like music of '60s, '70s or '80s. In fact, the Grateful Dead didn't have a top 10 hit ("Touch of Grey" from the *In the Dark* album) until 1987. Most people like to think of them as a '60s band, but they were really an '80s band. They were the No. 1 touring group 10 years consecutively from 1985 to 1995. It was the pinnacle of their recording career."

The other component to the Grateful Dead's enduring popularity, adds Pinkus, "is the freedom and excitement that the band was able to create at its shows. Now the spirit of the Dead lives on, and you either got it or you are yearning for it."

While rumors of a reunion of the remaining Grateful Dead members persist, there has been no official announcement by the band. In an interview earlier this year with *Rolling Stone* magazine, Grateful Dead guitarist Bob Weir addressed the 50th anniversary and said: "Let me start by saying that I'm already in my 50th year, so this is an ongoing process. We have to do something commemorative. I think we owe it to the fans, we owe it to the songs and we owe it to ourselves. If there are issues we have to get past, I think that we owe it to ourselves to man up and get past them. If there are hatchets to be

buried, then let's get to work. Let's start digging. I'll just say, to my delicate sensibilities, that it would be wrong to let that go by un-commemorated."

However, a key initiative that has been announced, which will resonate among fans and certainly garner widespread publicity, is the official documentary that is being produced by Martin Scorsese and directed by Amir Bar-Lev.

In addition, a new book by Grateful Dead drummer Bill Kreutzmann, is in the works. *Deal: My Three Decades of Drumming, Dreams, and Drugs with the Grateful Dead* from St. Martin's Press will be released in May to tie in with the band's 50th anniversary.

The popularity of the Grateful Dead and its licensing program can be attributed not only to their fans' desire to be part of the band's distinctive culture, but also to an innovative and organic approach to product development and collaborations that involve the fans and tie in with the band members' personal interests.

For example, Pinkus points out that the strong relationship and brand licensing partnership that has evolved with the San Francisco Giants stems from the fact that the band members are true fans of the baseball team and have performed the National Anthem there several times. Most recently, band members Phil Lesh and Weir performed prior to game three of the National League Championship Series in October.

Another example, according to Pinkus, is Rhino's partnership with Dogfish Head Brewery and the marketing program that led to the creation of the Grateful Dead craft beer American Beauty, which was released last year.

"We included the fans in the creation of the product by asking them to choose one special ingredient that would be included in the beer. Granola was the ingredient selected from more than 1,500 suggestions," says Pinkus.

"One of the key factors that makes the Grateful Dead so unique is that there are very few bands that have more than one recognizable symbol beyond their name," points out Pinkus. "The Grateful Dead have seven highly recognizable logos."

In fact, when Pinkus wears his Tommy Bahama-style shirt with



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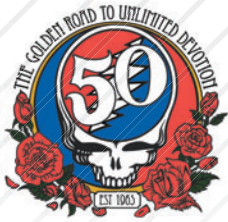
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Grateful Dead's

A Look at the Grateful Dead's most



Skull & Roses

1966

Designed by artists Alton Kelley and Stanley Mouse, this skeleton originally appeared on a poster for a Grateful Dead show at the Avalon Ballroom in San Francisco, Calif. It was later used as the cover art for the band's self-titled album.



Steal Your Face

1969

Arguably the most recognizable Grateful Dead logo, sound man Stanley "Bear" Owsley and artist Bob Thomas created this logo as a way to brand the band's equipment so it stood out backstage at shows.



Lightning Bolt

1969

Created by Thomas, this lightning bolt is different from the rest by having exactly 13 points.



Jester

1972

Mouse created the Jester, who originally appeared on the cover of the *Grateful Dead Songbook*.

Long, Strange Trip

iconic imagery from the past 50 years.



Dancing Bears

1973

This drawing by Thomas first appeared on the back cover of *The History of the Grateful Dead, Vol. 1 (Bear's Choice)*. "Bear" refers to Owsley, who said, contrary to popular belief, the bears were marching not dancing.



Terrapin Turtles

1977

The dancing turtles, created by Kelley and Mouse, graced the cover of *Terrapin Station*.



Uncle Sam Skeleton

1977

Created by animator Gary Gutierrez, the skeleton was part of the animation for *The Grateful Dead Movie*. It referred to the song "U.S. Blues," which the Dead perform toward the beginning of the film.



the 13 point lightning bolt, which is a mainstay of the Dead iconography, he says: “I get stopped most for this shirt and I tell people, ‘We are in a wonderful and weird club.’”

According to Pinkus, the seven images that are the most popular of Grateful Dead artwork are:

- **Skull & Roses (1966)**—Designed by Alton Kelley and Stanley Mouse, it originally appeared on a poster for Grateful Dead shows at San Francisco’s Avalon Ballroom. It was also as the cover for the album *Grateful Dead*.
- **Steal Your Face (1969)**—The Steal Your Face artwork was created by Stanley “Bear” Owsley and Bob Thomas.
- **Lightning Bolt (1969)**—Also created by Thomas, it is distinguished by having precisely 13 points.
- **Jester (1972)**—Designed by Mouse, it appeared on the cover of the *Grateful Dead Songbook*.
- **Dancing Bears (1973)**—This iconic image was created by Thomas for the album *The History Of The Grateful Dead, Vol. 1 (Bear’s Choice)*.
- **Terrapin Turtles (1977)**—One of the Grateful Dead’s most recognizable logos, the dancing terrapins, created by Kelley and Mouse, first appeared on the cover of the 1977 album *Terrapin Station*.
- **Uncle Sam Skeleton (1977)**—Created by Gary Gutierrez as part of the animation for *The Grateful Dead Movie*, it is a reference to the song “U.S. Blues,” in which the Dead are seen performing near the beginning of the film.

For the 50th anniversary, Pinkus says that Rhino Entertainment will focus on new music releases and apparel, which is the licensing program’s core category, as well as product extensions with key existing licensees.

“We will have several audio releases and deluxe

products that will blow away the serious Deadhead fan,” says Pinkus. “We will create very cool, casual products and music releases to lure in a younger, new audience that never saw the band from 1965 to 1995.”

He says that Rhino will look to expand products in the outdoor, sports and spirits categories.

The Grateful Dead has created numerous collaborations with top brands including streetwear brand The Hundreds, the aforementioned Dogfish Head Brewery deal, Burton for snowboards, SkiLogik for sporting goods and Converse for footwear.

Noteworthy collaborations planned for 2015, according to Pinkus, include Crocs footwear, Under Armour, Major League Baseball, Warrior Sports, Zippo Lighters, Dwindle Distribution and Alvarez Guitars. In addition, a special event is being planned with the Junk Food Clothing store in Venice, Calif., and a shop-in-shop with a major retailer is also being developed.

In today’s connected world, Rhino has further strengthened The Grateful Dead franchise through a SiriusXM radio station, a Facebook presence with almost 2 million likes and a strong website and e-commerce store that promotes exclusive, limited edition merchandise typically attached to new audio releases alongside a full assortment of general merchandise.

Another strong promotional component is the world of celebrity Deadheads who are often shown wearing the band’s merchandise. The list includes stars such as Justin Timberlake, Robert Pattinson, Alessandra Ambrosio, Bill Walton, Harry Styles, Michelle Rodriguez, Ashley Tisdale, Olivia Wilde, Victoria Beckham, Roger Berman and Rachel Zoe, among many others.

As Rhino Entertainment gears up for this special milestone in music licensing, the history and culture of the Grateful Dead will “keep on truckin’” for years to come. ©



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A REFERENCE GUIDE TO THE TOP INTERNATIONAL BRAND LICENSING AGENCIES 2014

The 35 agents in this annual ranking are the leaders of the pack, working behind the scenes to build some of the world's biggest brands, from Wimbledon to Cherokee to Pepsi.

By **Nicole Davis**

It's been a big year for the industry's leading licensing agencies. IMG continues to top the list with \$8.3 billion dollars in retail sales.* The acquisition of its parent company IMG Worldwide by fellow talent agency William Morris Endeavor Entertainment in December 2013 only served to solidify the company's ranking as the largest licensing agency in the world.

LMCA, Equity Management, The Beanstalk Group and The Licensing Company round out the top five licensing agencies, each of which broker billions of dollars of licensing deals for their clients every year. New entries to the list (which has expanded from 30 to 35 this year) include Performance Brands, Seltzer Licensing Group, The Wildflower Group, All American Licensing, Big Tent, The Valen Group and Evolution.

This year, in addition to growing the brands they represent, several of the

industry's top agents also focused on expanding themselves.

Not only did Beanstalk launch a consulting division for new brands, called Blueprint, but the agency also formed strategic alliances with Click Licensing in Asia and the Wild East Group in India to bring its clients to those regions and develop local properties.

The U.K.'s Copyright Promotions Licensing Group, a division of DHX Media, opened a North American division.

And long-time licensing agents Debra Joester and Joanne Loria, founders of the Joester Loria Group, were inducted into the International Licensing Industry Merchandisers' Association Hall of Fame.

Amidst all that, these companies and the others on the following list have spent the year building the presence of brands in every category imaginable.

Here's an overview of some of the deals that have taken place in 2014.

Character/Entertainment

As is always the case, there was a lot of activity for entertainment brands this year.

TLC signed on to represent the Nickelodeon portfolio in Germany, Switzerland and Austria.

Striker Entertainment, which has built a name for itself with pop culture hits like *The Hunger Games*, "The Walking Dead" and *Ted*, continued its streak with a line of products for Lionsgate's newest tween trilogy-turned-film franchise, *Divergent*. The agency also signed on to represent the popular BBC America show "Orphan Black."

Tinderbox, the newly launched digital division of Beanstalk, was tapped by Microsoft Studios to develop a global program for its Xbox titles.

Character licensing was a growth area in Latin America. Studio 100 appointed IMC Licensing to represent its growing Maya the Bee brand in select areas of LatAm.

Exim Licensing continues to regularly make new additions to American Greetings Properties' Strawberry Shortcake and Care Bears brands in Argentina, and Redibra appointed P&L Global Network to build a program for the hugely popular Brazilian character Galinha Pintadita. (P&L is clearly a leader in the region; in addition to Galinha, the company was also appointed this year to represent Marie Claire and Hallmark.)

2014 also saw a raft of appointments that may herald the revival of a number of iconic music brands. IMG Licensing signed on to develop a program for Def Jam Enterprises; and newly created agency Epic Rights added a swath of new music clients including KISS, Woodstock, Jefferson Airplane and John Lennon.

The year also saw an interesting move among some of the world's biggest entertainment licensors into the representation realm. SEGA took on its first third-party client, Lima Sky's game app "Doodle Jump," and DreamWorks appointed Saban Brands' Israel division as its agent in the country.

Corporate/Home

Some of the most interesting brand extensions of the year came out of the corporate brand/homewares category.

LMCA brought the Snuggle fabric softener brand to innovative extensions including air fresheners and home textiles and extended the Westinghouse Electric brand onto hot water heaters and tablets.

Brandgenuity worked to build the Boppy brand with diaper bags, and fellow baby brand Britax appointed the Joester Loria Group as its agent, with plans to expand into additional childcare categories.

Another interesting pairing was Brand Central's appointment to represent the world's first-ever commercial space line, Virgin Galactic.

Fashion

U.S. apparel group Cherokee made its first step into the European market this year with the appointment of CPLG, which is now working to secure partners for the company's brands Cherokee, Tony Hawk, Liz Lange and Alé by Alessandra.

IMG announced a deal with Topman that will bring its American Freshman brand to a range of hats in the U.K. that will be designed by Jamal Edwards, the founder of online youth broadcaster SBTv.

JLG continued to build its Green Label Exclusives line, inspired by PepsiCo's Mtn Dew brand. The line builds on the soft drink's sports and music connections in a range of youth sportswear offerings that most recently included a collaboration with Starter Black Label and ICNY.

Beanstalk signed on to represent fashion legwear brand Hue, while Brand Central paired the founder of fashion blog "Cupcakes and Cashmere" with apparel retailer Club Monaco.

Food/Beverage

If there's a category where agents really shine, it's food and beverage. Brands in this sector can offer a blank slate for innovation, and these agents don't let the opportunity slip by.

Beanstalk's work with the Got Milk? brand is a perfect example. After being appointed by the California Milk Processor Board to represent the brand in the beginning of the year, the agency has already signed a collection of licensees for granola, granola bars, cookies, cereal, chocolate-covered spoons, drinking straws, flavor infusers and more. A true leader in this category, Beanstalk also signed a deal in February for Chiquita-branded frozen treats, was appointed by Perfetti Van Melle to represent Chupa Chups in China and took on the American bar and grill chain TGI Fridays.

Another heavy hitter in the food category is JLG, which continues to go from strength-to-strength with PepsiCo's brands in North America. Recently, in addition to its Green Label Exclusives initiative, the agency has brought the Pepsi brand to a number of new categories including junior's apparel and home décor products. This year JLG also baked up new deals for the Kellogg's brand for microwavable cookware and home textiles, as well as taking on the Pringles chip brand and Constellation Beers' portfolio of brews, which includes Corona and Modelo.

TLC North America expanded its representation agreement with Welch's, while Brand Central is beginning to look like the home of all things sauce-related, with new appointments to represent the Tapatio hot sauce brand and Kikkoman soy sauce.

Sports

One of the biggest "gets" of the year in the sports world was IMG's appointment as the licensing agent for UEFA's Euro 2016 football tournament, which should come as no surprise since the agency is already a leader in the sports category (other clients include the PGA Tour, ESPN and MLB International). IMG's affiliate, the Collegiate Licensing Company, also renewed a slew of representation agreements in college sports including with the Sugar Bowl Committee, the Tournament of the Roses, the Heisman Trophy Trust and schools such as Vanderbilt, Boston University and Drexel.

Global Icons took on the endurance event brand Ironman worldwide, while CPLG renewed its representation of the famed Scottish golf course St Andrews Links. CPLG also continued to build England's Rugby Football Union brand, most recently pairing the brand with Wattbike for exercise bikes and floor mats. ©

License! Global Top 35 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
1	IMG	\$8.3B	Collegiate Licensing, PGA Tour, Arnold Palmer, ESPN, Wimbledon, MLB International, Norman Rockwell, Ferrari, GNC, Goodyear Tire and Rubber, Richard Petty, Volkswagen, Yamaha, Royal Armed Forces, Sergio Tacchini, Playboy, Salt Life, STP, Armor All, X-Games, Vail Resorts, Jarritos, Muhammad Ali, Coach John Wooden, Elisabeth Hasselbeck, Ryder Cup, Louisville Slugger, Kentucky Derby, Rolling Stone, French Bull, Le Mans, Randy McGovern, Pro Football Retired Players, NASH, Def Jam and Pocoyo.
2	LMCA	\$6.49B	AgfaPhoto, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T, Craftsman, DieHard, Eastman Kodak, Forbes, Kenmore, Lenovo, Boston Museum of Fine Arts, New York Philharmonic, PepsiCo International, Snuggle, Uniden and Winchester.
3	Equity Management	\$5.7B	General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Nissan, Goodyear Tire and Rubber Company, Dial Corp., Textron, Bell & Cessna, French's, Frank's RedHot, American Airlines, Dr Pepper Snapple Group, Freightliner, Torani and Whirlpool/Maytag.
4	The Beanstalk Group	\$5B	Acura, Airheads, AT&T, Carmindy, Chewits, Chiquita, Coppertone, Doodle Jump, Energizer/Eveready, Eureka, Fender, Frigidaire, Got Milk?, Grill Mates, Hertz, HGTV Home, Honda, Honda Powersports, Jack Daniel's, Jaguar, La Tasca, Land Rover, Matthew Williamson, Mindy Weiss, MovieStarPlanet, My Singing Monsters, Old Bay, Paris Hilton, Pennzoil/Quaker State, Procter & Gamble, Rosa Mexicano, Salma Hayek, Slim Jim, Snob Essentials, Stanley Black & Decker, Subaru, TGI Fridays, The Beetnuks, The Hummingbird Bakery, U.S. Army, Volvo, Wilton and Wolfgang Puck.
5	The Licensing Company	\$4.1B	Iconix, The Hershey Company, Chrysler Brands, Anheuser-Busch, Mercedes-Benz, Coca-Cola, Jelly Belly, Reckitt Benckiser, Welch's, Skechers, Pernod Ricard, National Trust, Little Tikes and Magic Light Pictures.
6	Global Icons	\$3.9B	BMW, Buck Knives, Dairy Queen, Ford, Hollywood, Humvee, Jarden Consumer Solutions (Crock-Pot, Mr. Coffee, Oster and Sunbeam), Lincoln, Little Giraffe, Mini, Motorola, Mrs. Fields and Pop Secret.
7	Brand Central Group	\$2.1B	Dr. Pepper Snapple Group, Krispy Kreme, Chef Dominique Ansel/Cronut, Miraval Resort & Spa, Gaia, Dr. Andrew Weil, Apartment Therapy, Cupcakes and Cashmere, Dwell Magazine, Petit Tresor, Baby First, Jarden (Coleman, K2, Adio, Marmot, Rawlings, Berkley and First Alert), The Fred Rogers Company, Mark Burnett Productions (Are You Smarter than a 5th Grader?), The Chew and MasterChef.
8	The Joester Loria Group	\$1.8B	The Kellogg Company (all cereal brands, Pop Tarts, Cheez-It and Pringles), Entenmann's, Pepsi beverage brands (Mountain Dew, Aquafina, Pepsi, Amp and SoBe), Clorox, Waste Management, Hearst Corporation's Car and Driver and Popular Mechanics, Proximo Spirits (Jose Cuervo), Chef Fabio Viviani, Kathy Ireland, Oxford University, The World of Eric Carle (The Very Hungry Caterpillar), The Hive, The Annoying Orange and Smosh.
9	CPLG	\$1.75B	Twentieth Century Fox Consumer Products (The Simpsons and Ice Age), Activision (Skylanders and Call of Duty), Universal (Despicable Me), Sesame Street, St Andrews Links, Ubisoft (Rabbids) and MGM (Pink Panther).
10	Exim	\$1.7B	American Greetings, Discovery, DreamWorks, HIT, Nelvana, Peanuts and Sanrio.
11	Creative Artists Agency	\$1.48B	Bob Marley Estate, Skinnygirl, Misson, Marchesa, Shaun White, Katy Perry, Drew Barrymore, Gordon Ramsay, Rachel Zoe, Novogratz, Cristiano Ronaldo, Eva Longoria, Kelly Ripa, Lisa Vanderpump and Nicola Formichetti.
12	P&L Global Network	\$1.43B	Paramount Pictures (classics and new releases), PlayStation and IP Games, Sanrio Hello Kitty, Garfield, Kimmidoll Collection, Love and Junior, Filly, Zombie Zity, Chuggington, Fox, BabyTV, Paul Frank, Tokidoki, Donald Trump Signature Collection, Donald Trump Home, Versace 19.69 Abbigliamento Sportivo, Harvard, UCLA, Jeep, Li & Fung TLC, Royal County of Berkshire Polo Club, David&Goliath and Fox Utilisima.
13	Redibra	\$1.31B	Coca-Cola, Fox, Paul Frank, Pac-Man, Tree Fu Tom, Andy Warhol, Capricho, Galinha Pintadinha and Peixonauta.
14	Brand Sense Partners	\$1.3B	Dodge and Hamilton Beach.

***Editor's Note:** Worldwide retail sales (B = billion, M = million) of licensed products are based on 2013 as reported by License! Global in May 2014. The figures were reported directly by each brand licensing agency unless otherwise noted and are deemed accurate. Only companies that provided retail sales data are considered for inclusion. Some contractual agreements for representation may have changed since the report was first published and may not be reflected in this report.

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Rank	Agency	Retail Sales*	Key Clients/Brands
15	Brandgenuity	\$1B	A&E (Duck Dynasty and Swamp People), Church & Dwight (Arm & Hammer, OxiClean, Xtra and Kaboom), MGM Studios (Pink Panther, Rocky, Robocop, Vikings and MGM library), FX Studios (Archer, It's Always Sunny in Philadelphia and The League), World Poker Tour, Energizer Personal Care, Winnebago, Pella, Rodgers & Hammerstein, Phantom of the Opera, Harlequin and Boppy.
16	Broad Street Licensing	\$1B	Playboy, Guinness, BIC USA, Steak 'n Shake Restaurants, O'Charley's Restaurants and Culinary Institute of America.
17	Performance Brands	\$1B	BMW, MINI, Ford, Nintendo, McLaren, Assassin's Creed, The University of Oxford, Crufts, The Kennel Club, Gulf, Pokemon and Ironman.
18	Tycoon	\$915M (E)**	Hit, Marvel, Sesame, Fox and WWE.
19	Plus Licens	\$900M (E)	National Hockey League, ZeptoLab (Cut the Rope), Skylanders, Paul Frank, Peanuts, Sesame and My Little Pony.
20	Brand Licensing Team	\$800M	The Coca-Cola Company, Hasbro, Hickory Farms, Fender Musical Instruments Corporation and Boys & Girls Clubs of America.
21	IMC	\$800M (E)	Rocky Mountain Chocolate Factory, Tabasco, Borghese and Dole.
22	Global Trade-mark Licensing	\$570M	BMW Group, Bentley, Daimler AG and Fiat Group.
23	Live Nation Merchandise	\$410M	AC/DC, Led Zeppelin, Nirvana, Kurt Cobain, David Bowie, Wu Tang Clan, Deadmau5, Deadmau5/Space Invaders, Outkast, Sex Pistols, Sublime, The Clash, U2, Maroon 5, Ozzy Osbourne and Florida Georgia Line.
24	Bradford Licensing	\$400M (E)	NBA, Liverpool Football Club, Diamond Comics and PepsiCo International.
25	Seltzer Licensing Group	\$400M	Scotts Miracle-Gro, Unilever (ice cream) and Del Monte.
26	Striker Entertainment	\$400M	The Walking Dead, Candy Crush Saga, The Hunger Games: Mockingjay Part 1, Divergent, Ted 2, Chappie, Orphan Black, Orange is the New Black, Black Sails and It's Happy Bunny.
27	European Licensing Company	\$360M	Cartoon Network, DreamWorks, Fox, Rainbow, Warner Bros., FC Barcelona, Real Madrid, Juventus, Manchester United, AC Milan, Zenith and WWE.
28	Ink	\$350M	Smurfs, Masha & The Bear, Subway Surfers, Discovery Channel, Animal Planet, Versace 1969, Mia & Me, Miffy and Trash Pack.
29	The Wildflower Group	\$275M	Girl Scouts of the USA, Bombay, Rock and Roll Hall of Fame and Museum, Rapala, Goodnight Moon, Bunnies by the Bay and Raggedy Ann and Andy.
30	All American Licensing	\$265M	Mandalay Bay Hotel, MGM Grand, Bellagio Hotel, Jennifer Adams Home, Schleich Toys, Bellator MMA, Getty Museum, The Beatrix Girls, The American Outdoorsman, Professional Bull Riders, Cristina Saralegui, Chef Rick Moonen, Phil Keoghan, Kim Alexis, Belinda Carlisle, True Romance Magazine and Steven Colucci.
31	Biplano	\$265M	King Features, Sanrio, DreamWorks, The Smurfs, MGA, WWE, Nickelodeon, Matt Hatter and Vooz.
32	The Buffalo Works	\$261M	Jim Shore, Dan DiPaolo, Lorraine Vail, Just The Right Shoe, David Miller (Pozy Bears), Julie Browning Bova, Georges Monfils, Mary Fisher, Anne Groton and Julie Good-Kruger (Gnome Sweet Gnome).
33	Big Tent	\$195M	NHK (Domo), Discovery Consumer Products (Discovery Kids), NBC/Universal (The Biggest Loser), Sprout Channel, Mercis (Miffy) and Pixfusion.
34	The Valen Group	\$184M	IHOP, Rust-Oleum, Biltmore and Red Robin.
35	Evolution	\$150M	Miramax (film library), NBCUniversal (Hannibal), Bandai and Sync Beatz (Tamagotchi Life & Tamagotchi Friends), Metro Trains Melbourne (Dumb Ways to Die), Summertime Entertainment (Legends of Oz) and Cliccors.

*Retail sales are based on licensed merchandise worldwide for the brands each respective agency represents and are based on 2013. Each licensing agency submitted sales figures unless otherwise noted (E). Only some major clients/brands/properties are listed.

**Does not include Brazil, Argentina, Bolivia, Uruguay or Paraguay.

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With digital devices a daily presence in kids' lives and innovations like 3D printing entering the mainstream, technology is driving the toy category.

By **Nicole Davis**

Everyone loves their gadgets and kids are no exception. This year, perhaps more than ever before, toy companies are catering to the demand for digital with devices and toys that integrate next generation technologies specifically designed for children. That demand, plus new innovations like 3D printing, are converging in a new category of 2.0 toys designed to meet the high-tech appetites of today's youngest consumers.

Among this new generation of tech-infused toys licensed brands continue to reign. In the U.S., retail sales of licensed toys grew 3 percent in 2013, representing 29 percent of brick-and-mortar sales and 23 percent of online sales, according to the NPD Group. NPD also reports that licensed toys sales have surged in Europe this year, increasing 10 percent and representing 27 percent of total sales.

This year, traditional heavyweights continue

to dominate wish lists. Among the hot brands are Disney's Frozen and Doc McStuffins, Mattel's Barbie and Hasbro's FurReal Friends for girls and Hasbro's Transformers and Nickelodeon's Paw Patrol and Teenage Mutant Ninja Turtles for boys. Evergreens such as Star Wars, Disney Princesses, Peppa Pig (in the U.K.), Marvel and My Little Pony also remain in high demand.

Regardless of the brand, in this digital age advanced features such as personalization and interactive capabilities are no longer nice-to-haves but necessities. Here are three tech-based trends that will drive the toy market in the coming year.

Gadgets Geared Toward Kids

Kids today have reached an immersion level with technology that has never been seen before, with tablets, smartphones and connected consoles becoming an integral part of their lives and play



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patterns at younger and younger ages.

The NPD Group reports that among U.S. households with children ages 2 to 12, 59 percent own a tablet and 71 percent own a smartphone. Even more telling, of the households with tablets, 84 percent use them to download child-specific content.

“Most households have electronics such as tablets, and in some cases children not only use these devices, they are the primary owners,” says Juli Lennett, president, toys, the NPD Group. “The role of technology in children’s lives cannot be overlooked, and parents recognize that while sometimes struggling with it.”

Parents aren’t the only ones to have recognized the trend. In the past year, a slew of kid-friendly tablets have flooded the market. Kids’ tablets such as Fuhu’s Nabi or the Kurio from Techno Source (a division of Li & Fung company LF Products) generally offer a kid-proof design with built-in parental controls, bumpers and waterproofing.

Taking this a step further, companies such as Cartoon Network, Nickelodeon and DreamWorks and retailers including Amazon and Toys ‘R’ Us are now offering their own proprietary tablets that come pre-loaded with brand-specific content.

These kinds of bespoke devices are a boon for content creators and retailers, giving them a direct line of ongoing communication with their youngest fans.

What started with companies that target slightly older children is also now entering the preschool market. In October, NBCUniversal’s preschool network Sprout debuted its own kids’ tablet. Meanwhile, Fuhu has teamed up with BabyFirst to develop a preschool TV series that features its Nabi tablet as an animated character.

Looking ahead, companies are moving beyond the tablet with other “kid-ified” versions of popular adult gadgets.

Techno Source unveiled a smartphone version of its Kurio tablet earlier this year. Long-time kids’ device leader LeapFrog recently unveiled a new

video game console for preschoolers, LeapTV, and earlier this year debuted the LeapBand, an activity tracker in the vein of similar adult devices FitBit and Jawbone.

With Apple introducing a smartwatch this year, it’s likely that wearables such as the LeapBand and

VTech’s new Kidizoom Smartwatch will be the next big area of innovation for adults and kids alike.

Increasing Interactivity

While traditional linear toys still remain popular, the demand for interactivity is driving the emergence of a new generation of dolls, figures and even building sets that combine the physical and digital worlds.

Since the introduction of Activision’s Skylanders franchise, everyone is getting in on the toys-to-life movement. Disney, Nintendo, Hasbro and Fuhu have all created competing products, and now companies like LEGO and Anki are taking the trend a step further.

Anki’s “Drive” racing game lets players control physical robot cars on a real-life track using a smartphone app. Users can even customize the look of their cars and make them faster via the app.

But perhaps the most innovative new product in the toys-to-life category is LEGO’s Fusion line. Players create their own buildings using physical LEGO blocks and then bring them to life in a companion app where they can design and rule their own town.

Along those same lines, some of the most anticipated toys of the year are ones that can communicate with users.

Spin Master, creator of the Flutterbye Fairy line of flying dolls, has added a similar gesture-controlled offering for boys, Zoomer Dino, which balances on two wheels. The feisty reptile moves, roars and burps and can even be “tamed” over time. WowWee’s new MiP Robot offers a similar experience, with gesture-based controls and an immersive personality that changes based on its owner’s actions.

Ever since Hasbro re-launched Furby last year, a whole new category of interactive pet toys has entered the field. Hasbro’s new line of FurReal Friends pet toys—which includes a dog, panda, cat, pony and monkey—respond to their owner’s voices, feature a variety of animal-specific behaviors and come with a companion app.



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Character Options' Little Live Pets line offers the same kind of experience with toy birds and butterflies that respond to touch.

And these toys are likely only the beginning of the interactivity revolution. Sesame Workshop is already looking to the future in a new partnership with ToyTalk to research products that incorporate speech recognition.

The partners hope to develop speech-driven games and stories that incorporate interactive Sesame Street characters.

3D Printing in Action

There's been a lot of buzz around 3D printing in the last few years, and that potential is finally coming to fruition. As in other industries, the ability to easily create customized products is revolutionizing the toy world, and different applications of this technology are already hitting the marketplace.

On the manufacturing side, the opportunity to quickly create toy prototypes is helping to speed up the development process. In fact, Toys for Bob (the creators of Activision's Skylanders franchise) recently told *Engadget* magazine that they use the technology to develop new characters. On-site 3D printers allow the designers to quickly and easily see what their 2D ideas will look like as toys, streamlining the creative process.

Of course, much of the excitement around 3D printing is the fact that it's not just for professionals. However, with the cost of the printers still somewhat prohibitive to individual ownership (the cheapest models hover around \$1,000), a whole customized toys cottage industry is popping up.

Companies like MakerBot and Shapeways have created interfaces—apps, websites and in-store kiosks—that allow customers to create their own, customized toys, which are then shipped in a few weeks. Companies including Pretty Ugly and Hasbro are already testing the waters, making their brands available on these platforms for fans.

Hasbro in particular is jumping on the new technology. In July, the toy company launched an online marketplace in partnership with Shapeways—called SuperFanArt.

com—that will allow fans to create and sell their own 3D-printed creations based on Hasbro brands, the first being My Little Pony. Then in September, the company teamed with 3DPlusMe for an event at Walmart and Sam's Club locations across the U.S. that let fans create Captain America or Iron Man figures with their own face.

In another interesting application, independent U.K. doll brand Makies lets kids create their own completely customized fashion doll. The brand made its U.S. debut on Amazon in November.

Retailers are also getting in the game, with both Target and Toys 'R' Us launching 3D printing initiatives. Target is testing out a program with Shapeways this holiday season to add a collection of charms, rings and ornaments created by the retailer's design team (available for customization of course) on Shapeways' website. And in late November, Toys 'R' Us debuted a pilot program with PieceMaker Technologies that will bring 3D printing kiosks to two of its stores in Pennsylvania and New Jersey. The PieceMaker kiosks allow shoppers to create custom products ranging from toys to wearables that take only 30 minutes to print in-store.

At this point, the opportunities seem endless. Another example? Changing Technologies announced last month that it will add replacement toy parts to the products available on its upcoming 3D printing portal, making it easier than ever before to fix or replace broken toys.

Everyone's playing around with the possibilities right now, but the real turning point for the toy industry will be the moment (probably in the not too distant future) when 3D printers become affordable for personal, in-home use. ©



LEADING GLOBAL LICENSEES 2014



***License! Global* presents its annual Leading Global Licensees feature as a guide to some of the most notable and respected companies in the consumer products business.**

ACCESSORIES

ABG Accessories

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SAMPLING OF LICENSES: Frozen, Disney Princess, Mickey, Minnie, Cars, Sofia the First, Doc McStuffins, Big Hero 6, Inside Out, Nightmare Before Christmas, Disney Descendants, Teenage Mutant Ninja Turtles, Dora and Friends, SpongeBob, Bubble Guppies, Blaze and the Monster Machines, Paw Patrol, Peter Rabbit, Barbie, Hot Wheels, Monster High, Hello Kitty, My Little Pony, Transformers, How to Train Your Dragon, HOME, B.O.O., Dinotrux, DC Comics, Skylanders, WWE and Care Bears.

PRIMARY BUSINESS: Headwear, cold weather accessories, rainwear, belts and suspenders, newborn/infant accessories and infant soft-soled shoes.

Accessory Innovations

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SAMPLING OF LICENSES: Universal (Despicable Me), Minions Movie, Jurassic Park, Rovio (Angry Birds; Angry Birds Star Wars, Stella), Mattel (Barbie), Monster High, Ever After High, Nickelodeon (SpongeBob SquarePants, Dora the Explorer, Dora and Friends, Ninja Turtles, Team Paw Patrol, Blaze and the Monster Machine, Umizoomi, Bubble Guppies), Goosebumps, Sesame Street, SEGA (Sonic the Hedgehog, Sonic Boom), Lucasfilm (Star Wars Classic, Star Wars Rebels, Star Wars Episode 7), Monster Trucks, How to Train Your Dragon, Fifth Harmony, Candy Crush, Bravest Warrior, Strawberry Shortcake, Cartoon Network (Regular Show, Adventures of Gumball), Global Entertainment (One Direction), Saban (Power Rangers), Peppa Pig, Rabbids, Hasbro (Littlest Pet Shop), My Little Pony, Transformers, Wildbrain (Yo Gabba Gabba), Cop Corp (Boo the Worlds Cutest Dog, Fifty Shades of Grey), Shaun White, Shaq O'Neil, WWE, Emojination and Nailheads.

PRIMARY BUSINESS: Year-round business in bags, backpacks, handbags, luggage and headwear and cold weather accessories.

Berkshire Fashions

www.berkshireinc.com
420 Fifth Avenue, New York,
NY 10018

*Editor's note: This list is organized by category alphabetically. It is not intended to be all inclusive or a ranking.



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COMPANY OVERVIEW

Concept One is the premier resource for licensed fashion, sports, consumer and entertainment accessories for men, women and children. Our integrated portfolio and expansive product offering establishes the company as the go-to resource across all channels of distribution.

PRODUCT OFFERING

- | | |
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| ■ Belts, wallets & small leather goods | ■ Board Shorts |

WHAT SETS US APART



Concept One believes that the foundation for success is product innovation and strong relationships with our retailers and licensors.”

- Combining product expertise with an astute understanding of popular culture and consumer interests allows for continued success as a leader in innovation. Concept One has one of the most diversified, dynamic, and talented design studios in the industry. Having an “In-House Design Studio” allows a wealth of design creativity offering great strength in cutting edge hands-on designs, development and merchandising.
- Equally important is the great pride Concept One takes in its strong relationships with licensors and retail clients. Our company has aligned itself with over 75 premier licensing partners in each segment of business: fashion, entertainment, sports and consumer. Our unique capability to design and translate fashion trends and items for all market accounts and price points allows us to develop for a wide variety of consumers. Concept One prides itself on providing responsive, individualized, and expert service to all its customers.



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NIRVANA



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SAMPLING OF LICENSES: Marvel, Hello Kitty, WWE, Nickelodeon, Betty Boop, Crayola, HIT Entertainment, Hasbro, And 1, Warner Bros., So So Happy, Sesame Street and more.

PRIMARY BUSINESS: Adult and children's accessories.

Bioworld Merchandising

www.bioworldmerch.com

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SAMPLING OF LICENSES: Assassin's Creed, Adventure Time, Batman, Big Bang Theory, Betty Boop, Biggie Smalls, Call of Duty, Captain America, Candy Land, Care Bears, Chuck Norris, Coca-Cola, Corona, Destiny, Diary of a Wimpy Kid, Diablo, Dickies, Disney Classic characters, Disney Infinity, Doctor Who, Einstien, Elder Scrolls, Elvis Presley, ESPN, Family Guy, Flash, Foose, Ford Motor Company, Garfield, General Motors, Ghostbusters, Gravity Falls, Green Lantern, Guardians of the Galaxy, Guinness, Halo, Harry Potter, Hello Kitty, How to Train Your Dragon, Jimi Hendrix, Justice League, Madagascar, Marilyn Monroe, Marvel Comics, Miller/Coors, Misfits, MMA Elite, Monopoly, Monster Jam, Muhammad Ali, My Little Pony, Nerds, Nightmare Before Christmas, Nintendo, Ouija, Pink Floyd, Plants vs. Zombies, Pokemon, Power Puff Girls, Punisher, Realtree Camo, Red Stripe, Regular Show, Rocky, Scooby-Doo, Scrabble, Sesame Street, The Simpsons, Skyrim, Sonic the Hedgehog, Sons of Anarchy, Spider-Man, SpongeBob SquarePants, Sports Center, Star Trek, Star Wars, Supernatural, Superman, Supergirl, Tecate, Ted, Teenage Mutant Ninja Turtles, The Amazing World of Gumball, The Crow, The Walking Dead, Transformers, Tupac, U.S. Army, Where's Waldo? and World of Warcraft.

PRIMARY BUSINESS: Sportswear, t-shirts, loungewear, swimwear, headwear, bags, wallets, belts, buckles, jewelry, tech accessories and casual footwear.

Concept One Accessories

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Ecko, Zoo York, Wrangler, RBX, Hickey Freeman, Hart Schaffner Marx, Tapout, NFL, MLB, NHL, NBA, CLC, Ford, Chevy, Budweiser, MillerCoors, Coke, Pepsi, Mountain Dew, Disney, Warner Bros., Nickelodeon, Duck Dynasty, Game of Thrones, Sons of Anarchy, Breaking Bad, Domo and Deadmau5.

PRIMARY BUSINESS: Headwear, cold weather accessories, bags, small leather goods, luggage, seasonal footwear and board shorts.

FAB Starpoint

www.fabny.com

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SAMPLING OF LICENSES: Hello Kitty, Nickelodeon, Hasbro (My Little Pony, Littlest Petshop, Transformer, Nerf and games), DreamWorks (Dragons, Home and B.O.O.), The Pokemon Company, Iconix (Peanuts), MGA (Lalaloopsy and Bratzillaz), Hit Entertainment (Thomas & Friends), Mattel (Barbie Junior), Care Bears, Hershey, Star Wars, Warner Bros. and Skylanders.

PRIMARY BUSINESS: Back-to-school products (backpacks, school supplies and lunch bags), luggage and travel accessories, gifts and home décor.

Global Design Concepts

www.gdcny.com

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H3 Sportgear

www.h3sportgear.com

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SAMPLING OF LICENSES: Evel Knievel, Gas Monkey Garage, Gulf Oil, STP, Coors, Miller, Chevy, Dodge, Ford, DUB, Mack Truck, International Trucks, Freightliner, Shell Oil, Honda, Volkswagen, Goodyear, Kellogg's, Aerosmith, Poison, Def Leppard, KISS, Fender, Pure Fishing, Rapala, WWE, Mopar/Hemi, NYPD/FDNY, Buck Knives, Mossy Oak and Real Tree.

PRIMARY BUSINESS: Headwear and apparel.

High IntenCity

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SAMPLING OF LICENSES: Disney Classics, Minnie and Mickey Mouse, Alice in Wonderland, Disney Fairies, Disney Princess, Frozen, Big Hero 6, Finding Nemo, The Good Dinosaur, Inside Out, The Lion King, Toy Story, Up, Cinderella Live Action, Jungle Book, Maleficent, Tim Burton's The Nightmare Before Christmas, Tomorrowland, Kingdom Hearts, Descendants, Doc McStuffins, Jake and the Never Land Pirates, Phineas and Ferb, Sofia the First, Teen Beach Movie, Once Upon a Time, Hello Kitty, Chococat, Keroppi, Adventure Time, Tokidoki, Despicable Me and Minions.

PRIMARY BUSINESS: Jewelry and fashion accessories.

High Point Design

www.moret.com

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SAMPLE OF LICENSES: Sanrio, Disney, Pixar, Lucasfilm, Mattel, Nickelodeon, Universal Studios, DreamWorks and King Features.

PRIMARY BUSINESS: Hosiery and slipper socks

Hyp

www.hypnyc.com; www.pinkcookiedesign.com

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SAMPLING OF LICENSES: Catherine Malandrino, C&C of California, Champion, Hyp, Pink Cookie, Marvel, DC Comics, One Direction, KISS, Star Wars, Warner Bros. and WWE.

PRIMARY BUSINESS: Activewear, cold weather accessories, headwear, hosiery, intimate apparel, slippers, backpacks, sport bags and luggage.

New Era Cap Co.

www.neweracap.com

160 Delaware Ave., Buffalo,
NY 14202

T: 716-604-9000

SAMPLING OF LICENSES: MLB, NFL, NBA, NHL and more than 200 colleges.

PRIMARY BUSINESS: Headwear and apparel.

PS Brands/Planet Sox

www.planetsox.com

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SAMPLING OF LICENSES: Quiksilver, Roxy, DC Shoes, Fila, HEAD, High Sierra, Esprit, Kensie, Mac + Jac, Ike Behar, Paul Miller, Miraclesuit, Ed Hardy, Loudmouth, Layer 8, Swiss Life NDK, Pro Player, Southpole, Tapout, Manchester United, FC Barcelona, Hind, Mongoose, Avalanche, Disney, Nickelodeon, Hasbro, Sesame Street, Thomas the Train, Lalaloopsy, Planet Sox, Candy Girl, Med Tech, Lil Runners, Details by eeh, Funky Socks, Sport Essentials Sport Logic, Northwest Trails and PS Studio.

PRIMARY BUSINESS: Socks, hosiery, pre-walkers and crib shoes.

Safilo USA

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SAMPLING OF LICENSES: A/X Armani Exchange, Emporio Armani, Giorgio Armani, Dior, Dior Homme, Marc Jacobs, Marc by Marc Jacobs, Alexander McQueen, Balenciaga, Bottega Veneta, Bobbi Brown, Gucci, Yves Saint Laurent, Boss Hugo Boss, Juicy Couture, Hugo Hugo Boss, Tommy Hilfiger, Jimmy Choo, Max Mara, Max & Co., Banana Republic, Fossil, Liz Claiborne, JLo by Jennifer Lopez, Kate Spade, Saks Fifth Avenue and Pierre Cardin.

PRIMARY BUSINESS: Premium prescription, sunglasses, fashion and sports eyewear.

FASHION-ADULT

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PRIMARY BUSINESS: Sportswear, activewear, outerwear, swim, hosiery and fitness accessories. Divisions include S.P.A., IFG, Beluga, Planet Sox and MAG Brands.

Age Group

www.agegroup.com

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SAMPLING OF LICENSES: Hello Kitty, Eddie Bauer, Monster High, Paul Frank, Kensie, Cuddl Duds and Sesame Street, Mr Men and Little Miss.

PRIMARY BUSINESS: Ladies and junior sleepwear and daywear; junior's and girl's swimwear and cover-ups, slippers and flip flops; pet products; spa and travel accessories; and seasonal and cold weather accessories, blankets and throws.

Changes

www.changesonline.com

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SAMPLE OF LICENSES: Adventure Time, Fargo, DC Super Heroes, Duck Dynasty, Pac Man, Hannibal, Garfield, Masters of the Universe, Popeye, The Simpsons, The Fault in Our Stars, Penny Dreadful, Mortal Kombat, Superman, Family Guy, The Boondocks, Thomas the Tank Engine, Thundercats, The Walking Dead, Justified and The Wizard of Oz.

PRIMARY BUSINESS: Apparel manufacturer.

C-Life Group

www.c-lifegroup.com

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SAMPLE OF LICENSES: Marvel, DC Comics, Star Wars, Nickelodeon, My Little Pony, NYC Tourism, Jimi Hendrix and Woodstock.

PRIMARY BUSINESS: T-shirts, swim, sets, fleece and fashion.

Fifth Sun

www.5sun.com

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SAMPLING OF LICENSES: Angry Birds, Star Wars, Domo, Looney Tunes, HBO, Cartoon Network, Paramount and South Park.

PRIMARY BUSINESS: T-shirts, cut and sew knit apparel, fashion tops and fleece.

Jerry Leigh Apparel

www.jerryleigh.com

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SAMPLING OF LICENSES: Disney, Warner Bros., Nickelodeon, Marvel, Coca-Cola, Hello Kitty, Paul Frank, Barbie, Ford, My Little Pony, Star Wars and Dickies.

PRIMARY BUSINESS: Apparel and loungewear at all tiers of distribution.

Junk Food Clothing

www.junkfoodclothing.com
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CA 90016
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SAMPLING OF LICENSES: Warner Bros., Disney, Star Wars, Grateful Dead, Pink Floyd, Blondie, KISS, Coca-Cola, NBA, NFL, Peanuts and more.

PRIMARY BUSINESS: Vintage and retro-inspired, high-quality fashion apparel.

Live Nation Merchandise

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SAMPLING OF LICENSES: Kurt Cobain, Nirvana, Wu Tang, Odd Future, OutKast, Deadmau5, Mac Miller, Paul McCartney, Pharrell, Misfits, The Clash, Soundgarden, Florida Georgia Line, Brantley Gilbert, Aerosmith, AC/DC, Led Zeppelin, David Bowie, Lynyrd Skynyrd, Madonna, Maroon 5, The Sex Pistols, Shakira, Bruce Springsteen, Ke\$ha and U2.

PRIMARY BUSINESS: Apparel, accessories, fragrance, fan appreciation products, home furnishings, interactive, footwear, jewelry, wireless/cellular, paper goods, publishing, gaming, luxury goods and themed restaurants.

MjC International Group

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PRIMARY BUSINESS: Sleepwear, underwear and loungewear.

Mighty Fine

www.mightyfineinc.com
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SAMPLING OF LICENSES: Disney, Sanrio, Peanuts, Nickelodeon, Coke and NBA.

PRIMARY BUSINESS: Apparel for adults and children.

Olaes Enterprises/ODM

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SAMPLING OF LICENSES: General Motors, MGM, Richie Rich, Tootsie Roll, Bob Ross, Rubik's Cube, Pink Panther, Bruce Lee, Garfield, Jimi Hendrix, Paramount, Sweet Brown, Sriracha and Animal Planet.

PRIMARY BUSINESS: T-shirts and sweatshirts.

Poeticgem

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SAMPLING OF LICENSES: Star Wars, Despicable Me, Disney, Looney Tunes, NFL, Star Wars, DreamWorks, EA Sports, Googlebox, The Beano Life, Breaking Bad, Garfield, Family Guy, Looney Tunes, Smiley, Marmite, Pepsi, 7UP, Anchorman, Jelly Belly, England FA, Pac-Man, Miffy, The Snowman and more.

PRIMARY BUSINESS: Adult apparel including nightwear and underwear.

Ripple Junction

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SAMPLING OF LICENSES: Doctor Who, The Big Bang Theory, Attack on Titan, Ted 2, Dragonball Z, PlayStation, Rick and Morty, Grateful Dead, Sriracha, Archer, Outlander, Bob's Burgers, Broad City, The Big Lebowski, Elf, Christmas Vacation, A Christmas Story, Once Upon a Time, Mike Tyson Mysteries, American Horror Story, The Goonies and Atari.

PRIMARY BUSINESS: Licensed entertainment apparel and accessories.

Sun City

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Sandy Cosimi, service marketing

25 avenue du Bois de la Pie, 93290 Tremblay, France

T: +33 01 49 89 72 72

E: sandy.cosimi@sun-city.fr

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Sanrio, Nickelodeon, Mattel, Warner Bros., SEGA, Ubisoft and more.

PRIMARY BUSINESS: Licensed fashion for baby, children, teenager and adult.

Trau & Loevner

www.trau-loevner.com

Sam Loevner, licensing director

5817 Centre Ave., Pittsburgh, PA 15206

T: 412-361-7700

E: sloevner@trau-loevner.com

SAMPLING OF LICENSES: 7-Up, A&W, Animal Planet, Arm &

Hammer, Betty Boop, Betty Crocker, Boys and Girls Clubs of America, Cheerios, Crush, Coors Light, Dennis the Menace, Dr Pepper, Flameboy vs. Wet Willy, Ford, Fraggie Rock, General Mills, Green Giant, Gumby, Harvard, Hawaiian Punch, Hershey's, The Humane Society of the United States, ICEE, Just Born, Kawasaki, Metro-Goldwyn-Mayer, Miller, MoonPie, Nestle, Peace Frogs, Pepsi, Pillsbury Doughboy, Popeye, The Saturday Evening Post, Slush Puppie, Smokey the Bear, Snapple, SoBe, Tootsie Roll, Trojan Brand, Underdog, United States Postal Service, Wham-O, Wheaties, Woodsy Owl, Yale and more.

PRIMARY BUSINESS: Screen-printed apparel.

Trevco Sportswear

www.trevcoinc.com

Jim George, chief executive officer

1900 Stephenson Hwy., Troy,

MI 48083

T: 248-526-1400

E: jpg@trevcoinc.com



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SAMPLING OF LICENSES: Warner Bros., NBC/Universal, CBS, Paramount, DreamWorks, Epic Rights, Star Trek, Bruce Lee, Betty Boop, James Dean, Muhammad Ali, Elvis Presley, Popeye, Garfield, Gumby, Battlestar Galactica, Jim Henson, Power Rangers and more than 300 additional properties.

PRIMARY BUSINESS: T-shirts using DTG (direct-to-garment), sublimation and screen printing processes.

FASHION-YOUTH

Aykroyd and Sons

www.aykroyds.com

Atlantic Street, Character Building, Atlantic Street, Broadheath, Altrincham, Cheshire WA14 5PP U.K.

T: +44 01 61 929 1122

SAMPLING OF LICENSES: The Walt Disney Co., DreamWorks, Warner Bros., Marvel Heroes, 20th Century Fox, Bob the Builder, Snoopy, Fifi and the Flowertots, Dora the Explorer, SpongeBob SquarePants, Simpsons, Mixels, Angry Birds Stella and Classic, Big Bang Theory and Superman.

PRIMARY BUSINESS: Children's nightwear.

Bentex Group

www.bentex.com

Susan Peiam, vice president, licensing

34 W. 33rd Street, 2nd Floor, New York, NY 10001

T: 212-594-4250 ext. 2825

E: susan@bentex.com

SAMPLE OF LICENSES: Disney, Marvel, Nickelodeon, Warner Bros., DreamWorks, Mattel, Hasbro and Fox.

PRIMARY BUSINESS: Children's apparel.

Blues Clothing

www.blues-clothing.com

Brigade House, Parsons Green, London SW6 4TN U.K.

T: +44 0 20 73719900

E: info@blues-clothing.com

SAMPLING OF LICENSES: Ben 10, Care Bears, Power Rangers Samurai, Me to You, Temple Run, Everything's Rosie, Tickety Toc, Doodle Jump, Peppa Pig, Batman, Chococat, Canimals, Boofle, Tree Fu Tom, Monster High and more.

PRIMARY BUSINESS: Infant, children's and adult apparel.

Children's Apparel Network

www.childapp.com

112 W. 34th Street, Suite 1220, New York, NY 10120

T: 212-244-6023

E: danielm@childapp.com

SAMPLING OF LICENSES: Disney, Marvel, Sesame Street, Watch Me Grow, Dora the Explorer, Warner Bros. and Strawberry Shortcake.

PRIMARY BUSINESS: Children's apparel.

Evy of California

www.evy.com

Jeffrey Fisher, vice president, licensing, strategic marketing and new business development

810A S. Flower St., Los Angeles, CA 90017

T: 213-746-4647 ext. 172

E: jeffreyf@evy.com

SAMPLE OF LICENSES: Hello Kitty, Disney Frozen, Princesses, Mickey and Minnie, Doc McStuffins, Sophia the First, Star Wars, My Little Pony, Peanuts, Ever After High, Stella Angry Birds, Warner Bros. and Sophia Grace and Rosie.

PRIMARY BUSINESS: Youth apparel in related separate's, fashion collections, classifications and tee's.

Fashions UK

www.fashions-uk.com

Gurdev Mattu, managing director

11 Street Georges Way, Leicester, LE1 1SH U.K.

E: gurdev@fashions-uk.com; ivy@fashions-uk.com

SAMPLING OF LICENSES: Adventure Time, Angry Birds, Beast Quest, Betty Boop, Diary of a Wimpy Kid, Disney, Disney Frozen, Disney Infinity, Skylanders, One Direction, Union J and The Vamps.

PRIMARY BUSINESS: Apparel, footwear, gifting, bags and home textiles specializing in fashion garments and graphics.

Freeze

www.freeze-ny.com

Kim Cauley, vice president, licensing

1400 Broadway, 16th floor, Suite 1605, New York, NY 10081

T: 212-764-9011

E: kim@freezecmi.com

SAMPLING OF LICENSES: Disney, Marvel, Looney Tunes, Nickelodeon, DreamWorks, Star Wars, Peanuts, Transformers, Star Trek, My Little Pony, Strawberry Shortcake, Jurassic World, Hello Kitty,

Power Rangers, Sesame Street, Betty Boop, Hanna Barbera, Scooby-Doo, Blondie, Pink Floyd, Marilyn Monroe, Elvis, Simpsons, Smurfs, WWE, Garfield, Godzilla, Voltron, Masters of the Universe and more.

PRIMARY BUSINESS: T-shirts, fashion knit tops, hoodies, leggings, dresses, bottoms and sportswear.

Global Brands Group

www.lifung.com

Jennifer Nitz, director, licensing
350 Fifth Avenue, 7th Floor, NY,
NY 10118

T: 646-839-7000

E: jennifernitz@ameny.com

SAMPLING OF LICENSES: Rachel Zoe, Adrienne Vittadini, Nicole Miller, Daisy Fuentes, Ellen Tracy, Nautica, Tommy Hilfiger, Calvin Klein, Chaps, Izod, Dockers, Sean John, Under Armour, Quiksilver, Zoo York, Spyder, Juicy Couture, Disney, Nickelodeon, Universal, Hasbro, Marvel, Lucas, Warner Bros., Sanrio, HIT, Fox, Mattel, Rovio, Saban, DreamWorks, Lisa Frank, Monster High, Elf on the Shelf, Crayola, Hershey's, Pepsi, Happy Chic by Jonathan Adler, Michel Kors, Nine West, Vince Camuto, Jennifer Lopez and Frye.

PRIMARY BUSINESS: Fashion.

Hybrid Jem

www.hybridapparel.com

Derrick Baca, vice president, licensing
10711 Walker St., Cypress,
CA 90630

T: 714-952-3866

E: dbaca@hybridapparel.com

SAMPLING OF LICENSES: ACDC, Adventure Time, Anheuser-Busch, Back to the Future, Care Bears, Cheech and Chong, Chevron, Chrysler, Coca-Cola, Crayola, Crybaby, Daniel Tigers Neighborhood, Dazed and Confused, Def Leppard, Despicable Me, Disney, Dr. Seuss, E.T., Elvis, Ever After High, Fault in Our Stars, Family Guy, Frida Kahlo, General Motors, Grateful Dead, Harvard, Icee, Jaws, Jimmy Hendrix, Johnny Cash, Marilyn Monroe, Marvel, Monster High, Mr. Rogers, Nintendo, Pacman and the Ghostly Adventures, Pan Am, Peanuts, Pets Rock, Pink Floyd, Pokemon, Power Rangers, Princeton, Sailor Moon, Say Anything, The Simpsons, Sixteen Candles, Smurfs, SpongeBob SquarePants, Star Wars Classic, Star Wars Rebels, Star Trek, Tapatío, Teenage Mutant Ninja Turtles, The Sandlot, Vikings, Volkswagen, Where's Waldo?, Woodstock, Yale, Reebok and Levis.

PRIMARY BUSINESS: Fashion apparel, t-shirts, junior novelty tops, sports performance apparel, children's swim and layette.

Mad Engine

www.madengine.com

Carolyn Foreman, vice president, licensing
6740 Cobra Way, Suite 100, San Diego,
CA 92064

T: 858-558-5270

E: carolyn@madengine.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, M&M's, Skylanders, Aerosmith, KISS, Nickelodeon, Sesame Street, Jim Beam, Miller-Coors, Ford, Popeye, Ghostbusters, Mattel, Mighty Mouse, Coke, Pac-Man and more.

PRIMARY BUSINESS: Apparel including swimwear for adults and children and loungewear and sleepwear for adults.

Parigi Group

www.parigigroup.com

Sion Betesh, executive vice president, licensing and marketing
112 W. 34th Street, 5th Floor, New York,
NY 10120

T: 212-378-1518

E: sion@parigigroup.com

SAMPLING OF LICENSES: Puma, Ferrari, Lucky Brand, DKNY, Roxy Girl, Original Penguin, Nicole Miller, Perry Ellis and LRG.

PRIMARY BUSINESS: Boy's, girl's and baby sportswear, activewear, sleepwear, dresswear and swimwear.

Smith & Brooks

www.smithbrooks.co.uk

120 New Cavendish Street,
London W1W 6XX U.K.

T: +44 0 845 129 9216

E: licensing@smithbrooks.co.uk

SAMPLING OF LICENSES: Dora the Explorer, Marvel Heroes, Hot Wheels, My Little Pony, Nintendo, Go Diego Go!, Scooby-Doo, The Simpsons, Sonic The Hedgehog, Space Invaders, SpongeBob SquarePants, Thomas & Friends and more.

PRIMARY BUSINESS: Apparel, accessories and footwear.

TV Mania

www.tvmgroupp.com

Woolworth House, Floor 2, 242-246 Marylebone Rd., London,
NW1 6JQ U.K.

T: +44 20 7563 8426

SAMPLING OF LICENSES: Hello Kitty, Disney, Superman, Batman, Barbie, Nickelodeon, Monster High, Bob the Builder, Gotcha, Paul Frank and more.

PRIMARY BUSINESS: Apparel and accessories.

Umeko

www.umeko.com.sg

Blk 2024, Bukit Batok Street 23, 04-40 Industrial Park A,

Singapore 659529

T: +65 6561 6030

E: contact@umeko.com.sg

SAMPLING OF LICENSES: Barbie, Disney Princess, Fisher-Price, Winx Club and Sofia the First.

PRIMARY BUSINESS: Girl's and baby/toddler apparel.

van de Erve NV

www.vandererve.be

Weiveldlaan 41 box 21, 1930 Zaventem,

Belgium

T: +32 2 275 55 55

SAMPLING OF LICENSES: Disney, Spider-Man, Hello Kitty, The Simpsons, Dora the Explorer, Betty Boop, Garfield, Popeye, Smurfs, Snoopy, My Little Pony, Despicable Me and Adventure Time.

PRIMARY BUSINESS: Apparel for kids and adults including daywear, nightwear, underwear, accessories, swimwear and hosiery.

FASHION-COSTUME

Disguise

www.disguise.com

Tara Hefter, vice president, licensing

22619 Pacific Coast Hwy., Malibu,

CA 90265

T: 310-455-6382

E: thefter@jakks.net

SAMPLING OF LICENSES: Disney, Hasbro, DreamWorks, Power Rangers and Sesame Workshop.

PRIMARY BUSINESS: Halloween costumes, masks and accessories.

Rubie's Costume Co.

www.rubies.com

Howard J. Beige, executive vice president

One Rubie Plaza, Richmond Hill,

NY 11418

T: 516-326-1500

E: howie@rubies.com

SAMPLING OF LICENSES: Captain America, Guardians of the Galaxy, The Avengers, Teenage Mutant Ninja Turtles, Spider-Man, Minions, Batman, Superman, Star Wars, Jupiter Ascending, Godzilla, DC Super Comics, Jurassic World, Catwoman, Wonder Woman, Ant-Man, Halo, Monster

High, Ever After High, The Dawn of the Planet of the Apes, Wizard of Oz, Skylanders, Thomas & Friends, Star Trek, The Box Trolls, Crayola, Barbie, Friday the 13th, Halloween Michael Myers, Dora and Friends, How to Train your Dragon and more.

PRIMARY BUSINESS: Halloween costumes and accessories for infants, children and adults, role-play, dress up, boxed sets, masks, props, pet costumes, make up, wigs, shoes and home décor.

FOOD AND BEVERAGE

Bon Bon Buddies

www.bonbonbuddies.com

1 Foxes Lane, Oakdale Business Park, Blackwood, South Wales,

NP12 4AB U.K.

T: +44 0 1495 241 600

SAMPLING OF LICENSES: Disney Princess, Mickey and Minnie, Cars, Planes, Jake and the Never Land Pirates, Spider-Man, The Avengers, Marvel Comics, Playmobil, Barbie, Monsters High, One Direction, Transformers, My Little Pony, Super Mario, Moshi Monsters, Looney Tunes, Adventure Time and Paris Street Germaine. Distributors of Pez and Zaini licensed ranges.

PRIMARY BUSINESS: Year-round and seasonal chocolate- and confectionery-filled gifts, novelties, toys, surprise bags, eggs and collectibles for children, tweens, teens and adults. EMEA sales and distribution supplying licensed confectionery to all key retailers in all EMEA territories.

Bakery Crafts

www.bakerycrafts.com

Nicci Henry, licensing manager

9300 Allen Rd., West Chester,

OH 45069

T: 513-881-4161

E: nhenry@bkrycft.com

SAMPLING OF LICENSES: Hello Kitty, Angry Birds, Stella, Mario Bros., Superman, Batman, Transformers, My Little Pony, Jurassic World, Duck Dynasty, One Direction, Pokemon, Field & Stream, John Deere, KISS, Sesame Street, Adventure Time, Smurfs, Peppa Pig, The Hive, Daniel Tiger's Neighborhood and Tickety Toc.

PRIMARY BUSINESS: Cakes, cupcakes and cookie decorations.

CandyRific

www.candyrific.com

Rob Auerbach, president

3738 Lexington Rd., Louisville,

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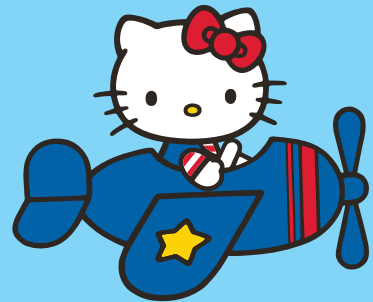
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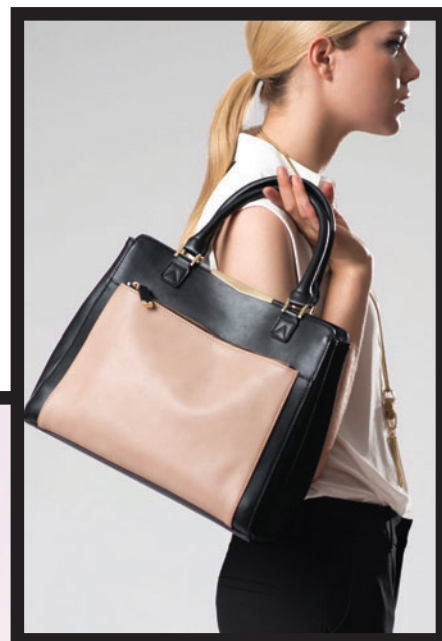
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550 7TH AVE 12TH FLOOR NEW YORK, NY 10018
212 889 5400 | WWW.ARTISANHOUSENY.COM

KY 40207

T: 502-498-2350

SAMPLING OF LICENSES: M&M's, Skittles, Elvis, Star Wars, Disney, Slinky, Scooby-Doo, Moshi Monsters and many others.

PRIMARY BUSINESS: Novelty confectionery.

DecoPac

www.decopac.com

Dewey Wahlin, vice president, marketing

3500 Thurston Ave., Anoka,

MN 55303

T: 800-332-6722

E: dewey.wahlin@decopac.com

SAMPLING OF LICENSES: Disney/Pixar, Nickelodeon, Marvel, Mattel, DreamWorks, NFL/Super Bowl, MLB, NBA, NHL and NASCAR.

PRIMARY BUSINESS: Cake decorations and accessories.

Kinnerton Confectionery

www.kinnerton.com

1000 Highgate Studios, 53-79 Highgate Road,

London NW5 1TL U.K.

T: +44 0 207 284 9500

SAMPLING OF LICENSES: Disney, Skylanders Giants, Hello Kitty, Boofle, Peppa Pig, Teenage Mutant Ninja Turtles, Nickelodeon, The Simpsons and Thomas & Friends.

PRIMARY BUSINESS: Chocolate and novelty confectionery.

Perfetti van Melle

www.chupachupsuniverse.com

Carrer de les Masies 16, Pol. Ind. Can Serra, 08635, Sant Esteve

Sesrovires, Barcelona, Spain

SAMPLING OF LICENSES: Smurfs, B. Duck and Uniqlo.

PRIMARY BUSINESS: Candy.

FOOTWEAR

ACI International

www.aciint.com

Sean Mitchell, executive vice president, marketing and licensing

844 Moraga Dr., Los Angeles,

CA 90049

T: 310-889-3400

E: smitchell@aciint.com

SAMPLING OF LICENSES: Ecko Unlimited, Margaritaville by Jimmy Buffett, PGA Tour, Perry Ellis, Original Penguin, Maui & Sons, Disney,

Nickelodeon, Shaq and C9 by Champion.

PRIMARY BUSINESS: Men's, women's and children's footwear.

BBC International

www.bbcint.com

1515 N. Federal Hwy., Suite 206, Boca Raton,

FL 33432

T: 800-632-4450

SAMPLING OF LICENSES: Disney, Polo Ralph Lauren Kids, Guess Kids, Sam Edelman, Born, Nu Born, Osirus Kids, Heelys and Airwalk.

PRIMARY BUSINESS: Footwear.

Brown Shoe Company

www.brownshe.com

8300 Maryland Ave., St. Louis,

MO 63105

T: 314-854-4000

E: info@brownshe.com

SAMPLING OF LICENSES: Famous Footwear, Shoes.com, Naturalizer, Dr. Scholl's, Sam Edelman, Franco Sarto, Via Spiga, Vince, Fergie, Carlos and Life Stride.

PRIMARY BUSINESS: Footwear.

Crocs

www.crocs.com

Matt Lafone, senior director, global licensing; Greg Thomas, senior manager, global licensing

7477 East Dry Creek Pkwy., Niwot,

CO 80503

T: 303-848-7589

E: mlafone@crocs.com; gthomas@crocs.com

SAMPLING OF LICENSES: Disney, Warner Bros., Nickelodeon, Marvel, Lucasfilm, Sanrio, Hasbro, Universal, American Greetings, Realtree, Sesame Street, Smurfs, Mondo, Burgerman and Patricia Field.

PRIMARY BUSINESS: Crocs brand footwear/accessories and Jibbitz brand charms/accessories.

Leomil Group (part of the Cortina Group)

www.leomilgroup.com

Tsirah Milhado, general manager, licensing and marketing

Lindestraat 58, 9700 Oudenaarde,

Belgium

T: +32 0 55 305420

E: albert.milhado@leomil.be

SAMPLING OF LICENSES: Angry Birds, Angry Birds Star Wars, Barbie, Beyblade, Bob the Builder, Cars, Disney Princess, Doc McStuffins,

Despicable Me, Filly, Franklin, Frozen, Hello Kitty, How to Train Your Dragon, Jake and the Never Land Pirates, Just Dance, Marvel, Maya the Bee, Max Steel, Mia and Me, Minnie, Monster High, Mickey, One Direction, Planes, Playstation, Power Rangers Samurai, Smiley, Sofia the First, Skylanders, Spider-Man, Superman, Star Wars: The Clone Wars, Strawberry Shortcake, The Simpsons, Tom & Jerry, Teenage Mutant Ninja Turtles and Zombie Zity.

PRIMARY BUSINESS: Footwear and apparel in the U.S., Europe, Latin America, the Middle East and Russia.

Roy Lowe & Sons

www.roylowe.co.uk

Martin Lowe, director

The Sock Mine Coxmoor Rd., Sutton in Ashfield, Notts,
NG17 5LA U.K.

T: +44 01 623 441144

E: martin@roylowe.co.uk

SAMPLING OF LICENSES: Superman, Peppa Pig, Thomas the Tank, Ben 10, SpongeBob SquarePants, Breaking Bad, Minions and Star Wars.

PRIMARY BUSINESS: Men's, ladies' and children's socks and tights.

HEALTH AND BEAUTY

Coty

www.coty.com

350 Fifth Avenue, 17th Floor, New York,
NY 10118

T: 212-389-7300

SAMPLING OF LICENSES: Balenciaga, Beyoncé, Bottega Veneta, Gwen Stefani, Kenneth Cole, adidas, Calvin Klein, Chloe, Davidoff, Marc Jacobs, OPI, Philosophy, Playboy, Rimmel, Sally Hansen, Guess, Madonna, Lady Gaga, Roberto Cavalli, Vivienne Westwood, Jennifer Lopez, Katy Perry, Kate Moss, David Beckham, Nautica and more.

PRIMARY BUSINESS: Fragrances, skin and body care and cosmetics.

MZB Personal Care

www.mzb.com

Amy Alperin, senior vice president, personal care

29-76 Northern Blvd., Long Island City,
NY 11101

E: aalperin@mzb.com

SAMPLE OF LICENSES: Disney, Marvel, Nickelodeon, Crayola, Universal, Mattel, DreamWorks and Sanrio.

PRIMARY BUSINESS: Everyday kid's personal care and seasonal bath gift sets.

HOME

The Betesh Group

www.beteshgroup.com

Steve Betesh, president; Dara Shapiro, director of licensing and marketing

250 Passaic St., Newark,
NJ 07104

T: 212-686-4666

E: dshapiro@beteshgroup.com

SAMPLING OF LICENSES: Carter's, Dora the Explorer, Sesame Street, Dora and Friends, Eddie Bauer, Graco, Jeep, MiGi, Paw Patrol, SpongeBob SquarePants, Bubble Guppies, Hello Kitty, Ugly Dolls, Spider-Man, Avengers, Precious Moments, Coogi, Roca Wear, Baby Phat and Tonka.

PRIMARY BUSINESS: Diaper bags, infant and toddler bedding, cuddle pillows, blankets, room décor and bath and travel accessories.

Character World

www.characterworld.uk.com

Danny Schweiger, joint managing director

Character House, 1 Oak Green, Stanley Green Business Park, Cheadle Hulme, Cheadle, Cheshire,
SK8 6QL U.K.

T: +44 0 845 004 9217

E: danny.schweiger@characterworld.uk.com

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Warner Bros., Mattel, Nickelodeon, Hasbro, Hello Kitty, Thomas & Friends, Me to You, Peppa Pig, Nintendo, One Direction, Union J, LEGO properties, Mr Men & Little Miss, Dragons and Peanuts.

PRIMARY BUSINESS: Licensed household textiles including bedroom textiles, towels, furniture and inflatable furniture.

Delta Children's Products

www.deltaenterprise.com

114 W. 26th Street, New York,
NY 10001

T: 212-736-7000

SAMPLING OF LICENSES: Teenage Mutant Ninja Turtles, Doc McStuffins, Sofia the First, Sesame Street, Dora the Explorer, SpongeBob SquarePants, Cars, Disney Princess, Disney Fairies, Jake and the Never Land Pirates, Monsters University and more.

PRIMARY BUSINESS: Nursery furniture, toddler furniture, twin furniture, bassinets, playpens, strollers, walkers, accessories, storage, pet and mattresses.

Ethos International

www.ethoshousewares.com

International House, Cricketers Way, Basildon, Essex,
SS13 1ST U.K.

T: +44 0 1268 505090

SAMPLING OF LICENSES: The Great British Bake Off, Come Dine with Me, Hell's Kitchen, Breast Cancer Campaign, Carry On, Ethical Goods, Tetley Tea Folk, Cool Britannia, Dulton, Ergo Sebastian Conran, B&Co, Jacky Al-Samarraie, Monsoon and CSB Voodoo.

PRIMARY BUSINESS: Cookware, kitchen accessories, tableware and partyware.

ICUP Inc.

www.icupinc.com

Chuck Earling, director, licensing and marketing
1152 Markkress Rd., Suite 200 Cherry Hill,
NJ 08003

T: 856-834-7000 ext. 1310

E: cearling@icupinc.com

SAMPLE OF LICENSES: Disney, Star Wars, Star Trek, Marvel, DC Comics, Peanuts, Teenage Mutant Ninja Turtles, SpongeBob SquarePants, The Simpsons, Sesame Street, Family Guy, Pepsi, Mountain Dew, Betty Boop, A Christmas Story, Elf, National Lampoon's Christmas Vacation (also Vacation, European Vacation and Vegas Vacation), Frosty The Snowman, The Lord of The Rings, The Hobbit, Pink Floyd, The Grateful Dead, The Wizard of Oz, Big Bang Theory, Scooby-Doo, Hanna-Barbera, Mean Girls, Clueless, Marilyn Monroe, Hello Kitty, Workaholics, Broad City, MTV, Guy Code, Girl Code, Parks and Recreation, Friends, Seinfeld, Gremlins, Friday the 13th, A Nightmare on Elm Street, Orange is the New Black, Archer, Someecards, Arrested Development, Sharknado, Mad Libs, Where's Waldo?, Fraggie Rock, Armor All and STP.

PRIMARY BUSINESS: Drinkware, housewares, soft kitchen, novelties and games.

Idea Nuova Global

www.ideanuova.com

Beth Roberts, director, marketing and branding
302 Fifth Avenue, New York,
NY 10001

T: 212-643-0680

E: bethr@ideanuova.com

SAMPLING OF LICENSES: Disney, Nickelodeon, Marvel, Hasbro, Hello Kitty, Warner Bros., Monster High, MLB, Seventeen Magazine and Chris Madden.

PRIMARY BUSINESS: Infant, toddler, juvenile, teen, tween and adult bedding, blankets, throws, decorative pillows, window, casual and RTA indoor and outdoor furniture, lighting, slumber, room décor and accessories.

Jay Franco and Sons

www.jfranco.com

295 Fifth Avenue, New York,
NY 10016

T: 212-679-3022

SAMPLING OF LICENSES: Disney, Marvel, Pixar, Disney Princess, Star Wars, Angry Birds, One Direction, AwesomenessTV, Nickelodeon, Skechers, Budweiser, Thomas & Friends, Betty Boop, The Beatles, Cartoon Network, Julius Jr., The Simpsons, Candy Crush and more.

PRIMARY BUSINESS: Beach, bedding, bath and accessories.

Kurt S. Adler

www.kurtadler.com

7 W. 34th Street, New York,
NY 10001

T: 212-924-0900

SAMPLING OF LICENSES: Angry Birds, Animal Planet, Annoying Orange, Batman, Beatles, Betty Boop, Boy Scouts of America, Bubble Guppies, Chevrolet, Coca-Cola, Doctor Who, Dora the Explorer, Elvis, Family Guy, FDNY, Furby, Grateful Dead, HBO, Hello Kitty, Jersey Shore, KISS, M&M's, Marilyn Monroe, Major League Baseball, My Little Pony, Olivia, Peanuts, Scooby-Doo, Sesame Street, South Park, Star Wars, The Walking Dead, Transformers, U.S. Army, The Wizard of Oz and more.

PRIMARY BUSINESS: Christmas decorations and trim the home.

MZ Berger

www.mzb.com

Jodi Colburn, vice president, licensing
29-76 Northern Blvd., Long Island City, NY 11101
E: jcolburn@mzb.com

SAMPLE OF LICENSES: Disney, Marvel, Lucasfilm, Nickelodeon, Sanrio, DreamWorks, WWE, Hasbro, Universal, Mattel, Peanuts, Saban, Mars, Betty Boop, Coleman and Isaac Mizrahi.

PRIMARY BUSINESS: Watches, clocks, gifting and home décor.

The Northwest Company

www.thenorthwest.com

49 Bryant Ave., Roslyn,
NY 11576

T: 516-484-6996

SAMPLING OF LICENSES: NFL, Collegiate Sports, MLB, NHL, NBA, MLS, Disney, Hello Kitty, Nickelodeon, DreamWorks, Warner Bros., Cartoon Network, Activision, Betty Boop, Elvis Presley, Harley-Davidson, Hasbro, Live Nation, Marvel, Peanuts, Pokemon, SEGA and more.

PRIMARY BUSINESS: Home décor and seasonal accessories (such as beach and holiday).

Silver Buffalo

www.silver-buffalo.com

Eric Silver, president; Greg Alprin, executive vice president, licensing
141 W. 36th Street, 4th Floor, New York,
NY 10018

T: 212-563-0600

E: esilver@silver-buffalo.com; galprin@silver-buffalo.com

SAMPLING OF LICENSES: Mickey Mouse, Disney Princess, Frozen, The Nightmare Before Christmas, Toy Story, Cars, Marvel Comics, DC Comics, Looney Tunes, Scooby-Doo, Teenage Mutant Ninja Turtles, Despicable Me, SpongeBob SquarePants, Transformers, Hot Wheels, My Little Pony, Furby, Tonka, GI Joe, Monopoly, Operation, Twister, Magic 8 Ball, Popeye, The Godfather, Anchorman, Tommy Boy, Old School, Up in Smoke, Top Gun, Grease, Animal House, Scarface, E.T., The Blues Brothers, The Big Lebowski, Jaws and Chucky.

PRIMARY BUSINESS: Tabletop/drinkware, barware, ceramic mugs, plastic drinkware, key rings, lanyards, bracelets, clocks, mirrors, wall décor, wallets, backpacks, bags, throw blankets, beach towels and stationery.

Spearmark International

www.spearmark.co.uk

Alex Bloom, managing director

Howard Road, Eaton Socon, Street Neots, Cambridgeshire,
PE19 8GA U.K.

T: +44 1480 222 302

E: alexb@spearmark.co.uk

SAMPLING OF LICENSES: Angry Birds, Avengers Age of Ultron, DC Comics, Despicable Me, DreamWorks, Frozen, Hello Kitty, My Little Pony, One Direction, Peppa Pig, Teenage Mutant Ninja Turtles, Thomas & Friends, Transformers and The Vamps.

PRIMARY BUSINESS: Kid's housewares and lighting.

Thermos

www.thermos.com

475 N. Martingale Rd., Suite 1100, Schaumburg,

IL 60173

T: 847-439-7821

SAMPLING OF LICENSES: Batman, Barbie, Hello Kitty, Star Wars, Green Lantern, Spider-Man, Superman, Dora the Explorer, iCarly, Skylanders Giants, Transformers, Teenage Mutant Ninja Turtles, Scooby-Doo, SpongeBob SquarePants and more.

PRIMARY BUSINESS: Lunch kits, FUNtainers, stainless steel vacuum-insulated food jars and bottles, vacuum-insulated beverage ware, insulated soft coolers, hydration bottles, reusable ice products and foam insulated snack jars.

Thirstystone Resources

www.thirstystone.com

Laurie Leahy, president

PO Box 1638, Gainesville,

TX 76241

T: 940-668-6793

E: licensing@thirstystone.com

SAMPLING OF LICENSES: Coca-Cola, Wine is Life, Life is Country, Life is Texas, David Bromstad, Thomas Kinkade, Debbie Mumm, Tre Sorelle Studios, Tracy Porter, Kate Ward Thacker, Dog is Good, Your True Nature, French Graffiti & Itty Town Licensing (coming 2015), Realtree and Greg Giordano.

PRIMARY BUSINESS: Decorative and functional coasters and coordinating gifts for home entertaining.

Wild and Wolf USA

www.wildandwolf.com

231 Front St., Brooklyn,
NY 11201

E: info@wildandwolf.com

SAMPLING OF LICENSES: Mr Men, Orla Kiely, Scrabble, Ted Baker, V&A, Keep Calm and Carry On and more.

PRIMARY BUSINESS: Design-led gifts for men, women and children and lifestyle accessories.

Zak Designs

www.zak.com

PO Box 19188, Spokane,
WA 99219

T: 800-821-4864

SAMPLING OF LICENSES: Disney, Nickelodeon, Marvel, Sanrio, Star Wars, Nintendo, Uglydoll, Winnie the Pooh and more.

PRIMARY BUSINESS: Mealtime products.

Zeon

www.zeonltd.co.uk

39 Waterloo Rd., London,
NW2 7TT U.K.

T: 44 208 208 1833

E: zeonltd@zeonltd.co.uk

SAMPLING OF LICENSES: Vivienne Westwood, Braun, Ingersoll, The Original Penguin, Paul's Boutique, Bench, Octonauts, Hello Kitty, Me to You, Peppa Pig, Disney, Ben 10 Omniverse, Ultimate Spider-Man, Transformers, Thomas & Friends, Fireman Sam, Thundercats, Nerf, The Simpsons, Doctor Who, Star Wars, Skylanders Giants, Angry Birds, Marvel, One Direction, Skylanders, Star Trek and Teenage Mutant Ninja Turtles.

PRIMARY BUSINESS: Watches, gifts and gadgets.

PARTY/EVENTS

Rainbow Productions

www.rainbowproductions.co.uk

Unit 3 Greenlea Park, Prince George's Rd., London
SW19 2JD U.K.

T: +44 0 20 8254 5300

E: info@rainbowproductions.co.uk

SAMPLING OF LICENSES: Peppa Pig, Tree Fu Tom, Bob the Builder, Noddy & Friends, Scooby-Doo, Wallace & Gromit, Dennis the Menace, Fifi Forget-Me-Not & Bumble, Roary the Racing Car, Little Charley Bear, Ben & Holly from Ben and Holly's Little Kingdom, Angelina Ballerina, Pingu, Fireman Sam, Poppy Cat, Postman Pat, Shaun the Sheep, Timmy, Tom & Jerry, Snoopy, Maisy, Paddington Bear, Captain Barnacles and Kwazii from the Octonauts, The Piplings from Waybuloo and Rastamouse.

PRIMARY BUSINESS: Meet-and-greet appearances of licensed children's character costumes and manufacture of brand and licensed costume characters and sports mascots.

Unique Industries

www.favors.com

4750 League Island Blvd., Philadelphia,
PA 19112

T: 215-336-4300

SAMPLING OF LICENSES: Cars, Disney Princess, Mickey Mouse, Minnie Mouse, Disney Fairies, Doc McStuffins, Despicable Me, Frozen, Dora the Explorer, Justin Bieber, Curious George, Beyblade and more.

PRIMARY BUSINESS: Party goods including party paperware, foil and latex balloons, party favors, piñatas and decorative accessories.

PUBLISHING

Abrams Books

www.abramsbooks.com

115 W. 18th Street, 6th Floor, New York,
NY 10011

T: 212-206-7715

E: abrams@abramsbooks.com

SAMPLING OF LICENSES: Star Wars, Avatar, Star Trek, The Walking Dead, DC Comics, Transformers, Smurfs, The Art of Walt Disney, Andy Warhol, Domo, Marvel, Topps, Hello Kitty, Orange is the New Black, Pantone and Little Pim.

PRIMARY BUSINESS: Publisher of books in the areas of art, architecture, photography, cooking, interior and garden design, craft, film and television, fashion, weddings, sports, comics, science, pets, pop culture and humor, as well as children's books and calendars.

Bendon Publishing

www.bendonpub.com

1840 Baney Rd., Ashland,
OH 44805

T: 419-207-3600

SAMPLING OF LICENSES: Doc McStuffins, Mickey Mouse Clubhouse, Cars, Looney Tunes, Blue's Clues, Harry Potter, Hello Kitty, Phineas and Ferb, Sesame Street, Thomas and Friends, Green Lantern, Winnie the Pooh, The Amazing Spider-Man, Finding Nemo, Team Umizoomi, Wonder Woman, Disney Fairies, Alvin and the Chipmunks, Batman, Teenage Mutant Ninja Turtles, Chuggington, Justice League, Care Bears, SpongeBob SquarePants, Go Diego Go!, Disney Princess, Marvel Superhero Squad, My Little Pony, Strawberry Shortcake, Lisa Frank and Dora the Explorer.

PRIMARY BUSINESS: Children's books in more than 20 formats.

Dark Horse Comics

www.darkhorse.com

10956 S.E. Main St., Milwaukie,
OR 97222

T: 503-652-8815

SAMPLING OF LICENSES: Star Wars, Frank Miller (Sin City and 300), Hellboy, Mass Effect, Buffy the Vampire Slayer, Domo, Conan, The Strain, Tarzan, The Goon, Tomb Raider, Umbrella and many more.

PRIMARY BUSINESS: Comic, graphic novel and art book publishing; toys; collectibles; and custom publications.

Eaglemoss Publishing Group

www.eaglemoss.co.uk

Arnaud Verdoy, international marketing director
Beaumont House, Kensington Village, Avonmore Road,
London W14 8TS U.K.

T: +44 20 7605 1200

E: arnaudverdoy@eaglemoss.co.uk

SAMPLING OF LICENSES: Star Trek, Disney, Doctor Who, Warner Bros., Dora the Explorer, James Bond, Marvel and Nissan and DC Comics.

PRIMARY BUSINESS: Partwork publishing.

Egmont UK

www.egmont.co.uk

The Yellow Building, 1 Nicholas Rd;
London W11 4AN U.K.

T: +44 0 20 3220 0400

SAMPLING OF LICENSES: Minecraft, Thomas & Friends, Bin Weevils, Disney Princess, Winnie the Pooh, Angry Birds, Mr. Men and Little Miss and more.

PRIMARY BUSINESS: Children's publishing (books and magazines).

IDW Publishing

www.idwpublishing.com

Greg Goldstein, chief operating officer and president
5080 Santa Fe St., San Diego,
CA 92109

T: 858-270-1315 ext. 118

E: greg@idwpublishing.com

SAMPLE OF LICENSES: Transformers, My Little Pony, Littlest Pet Shop, GI Joe, Jem, Disney Classic characters including Mickey Mouse and Donald Duck, Skylanders, 24, X-Files, Edwards Scissorhands, Star Trek and Teenage Mutant Ninja Turtles.

PRIMARY BUSINESS: Comic books/graphic novels and board games.

Parragon

www.parragon.com

440 Park Avenue South, 13th Floor, New York,
NY 10016

T: 212-629-9773

SAMPLING OF LICENSES: Dora the Explorer, Teenage Mutant Ninja Turtles, Disney Princess, Disney Fairies, Cars, Disney Junior, Barbie, Monster High, Ever After High, Marvel, Power Rangers, Discovery Kids, Entenmann's and TLC.

PRIMARY BUSINESS: Print and digital books, activity and sticker books, picture books, workbooks, novelty titles, cookbooks, non-fiction and gift sets for adults and children.

Penguin Group U.K.

www.penguin.co.uk

Susan Bolsover, head, licensing and consumer products
80 Strand, London,
WC2R 0RL U.K.

T: +44 0 7889 986 620

E: susan.bolsover@uk.penguingroup.com

SAMPLING OF LICENSES: Moshi Monsters, Peppa Pig, Peter Rabbit, Charlie and Lola, Skylanders, Doctor Who, Moomins, LEGO, In the Night Garden, Sesame Street, Peanuts, World of Warriors, Clangers and Dennis the Menace.

PRIMARY BUSINESS: Children's books and digital content.

Penguin Group USA

www.penguin.com/youngreaders

Lori Burke, executive director, licensing
345 Hudson St., New York,
NY 10014

T: 212-366-2000

E: lburke@penguinrandomhouse.com

SAMPLING OF LICENSES: Cartoon Network Imprint (Adventure Time, Regular Show, Gumball, Uncle Grandpa, Steven Universe and Clarence), Octonauts, Ella the Elephant, Strawberry Shortcake, Skylanders, Mr Men and Little Miss, Max & Ruby, Mad Libs and Anna Dewdney's Llama Llama picture book series.

PRIMARY BUSINESS: Children's books and digital content.

Scholastic

www.scholastic.com

Leslye Schaefer, senior vice president, marketing and consumer products
557 Broadway, 5th Floor, New York,
NY 10012

T: 212-389-3900

SAMPLING OF LICENSES: Minecraft, LEGO, Star Wars, LEGO DC, Star Wars, Tickety Toc, Power Rangers, I Spy, Fly Guy, Goosebumps, The Hunger Games (movie tie-ins), Dolphin Tale 2, Peppa Pig, Pokémon, Scooby-Doo, Lalaloopsy, Ripley's Believe it or Not!, Hot Wheels, Puppy in my Pocket, Clifford The Big Red Dog, Geronimo Stilton, Captain Underpants, Harry Potter and El Chavo.

PRIMARY BUSINESS: Books and publishing.

Titan Books

www.titanbooks.com

144 Southwark Street, London,
SE1 0UP U.K.

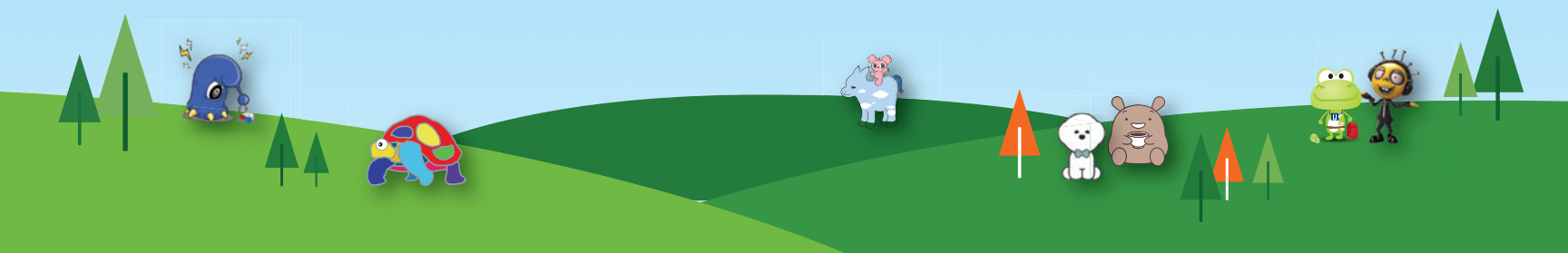
T: +44 0 20 7620 0200

Seoul Character & Licensing Fair 2015

July 15_{WED} ▶ 19_{SUN}, 2015,
COEX Hall A, B & Grand ballroom

Organized by **kocca**  **coex** Supported by  Ministry of Culture, Sports and Tourism

CONTACT Seoul Character & Licensing Fair 2015 Secretariat **TEL** +82.2.6000.8570~3 **FAX** +82.2.6944.8306 **EMAIL** info@characterfair.kr



SAMPLING OF LICENSES: Firefly, The Simpsons, Star Wars, Supernatural, Battlestar Galactica, Charley's War, James Bond, Lenore and more.
PRIMARY BUSINESS: General and genre fiction, graphic novels and illustrated books.

STATIONERY

American Greetings Properties

www.agpbrands.com
Meghan Olmstead, media relations
1 American Rd., Cleveland,
OH 44144
T: 216-252-4938
E: meghan.olmstead@amgreetings.com

SAMPLING OF LICENSES: Strawberry Shortcake, Care Bears, Twisted Whiskers, Maryoku Yummy, Holly Hobbie, Madballs, The WotWots and Tinpo.

PRIMARY BUSINESS: Intellectual property and outbound licensing.

Blueprint Collections

www.bluecollections.co.uk
Lisa Shand, managing director
1st Floor North, Charringtons House, The Causeway,
Bishop's Stratford, Hertfordshire,
CM23 4FJ U.K.
T: +44 01279 714400
E: lisa.shand@bluecoll.co.uk

SAMPLING OF LICENSES: Orla Kiely, Hello Kitty, Moshi Monsters, Emma Bridgewater, Sanderson, The Stupid Factory by David & Goliath, Mr Men and Little Miss, Belle & Boo, Union J, B.Duck, Angry Birds, Marvel, Peppa Pig, Mickey and Minnie, Peanuts, House of Holland, Tokidoki, Designers Guild, The Snowman and the Snowdog, Spider-Man, Henry Hugglemonster and Kirstie Allsopp.

PRIMARY BUSINESS: Children's, teen and adult's school, social and gift stationery, bags and related gifts.

Carte Blanche Group

www.cbg.co.uk
Stephen Haines, founder and chairman
Unit 3 Chichester Business Park, City Fields Way., Tangmere, Chichester,
West Sussex PO20 2FT U.K.
T: +44 0 1243 792600
E: licensing@cbg.co.uk

SAMPLING OF LICENSES: Me to You, Tatty Teddy & My Blue Nose

Friends, Tiny Tatty Teddy and more.

PRIMARY BUSINESS: Plush, gifting, apparel, fashion accessories, nursery, cakes and confectionery, stationery and toys.

Checks in the Mail

www.citm.com
2435 Goodwin Ln., New Braunfels,
TX 78135
T: 830-609-5500

SAMPLING OF LICENSES: Marvel, Anne Geddes, ASPCA, Betty Boop, Care Bears, Disney, Elvis Presley, Garfield, Hautman Bros., Hello Kitty, M&M's, ASPCA, Coca-Cola, Star Trek and SpongeBob SquarePants.

PRIMARY BUSINESS: Financial documents (bank checks and deposit tickets), stationery, labels and leather goods.

CSS Industries

www.cssindustries.com
Lori White, vice president of licensing
1845 Walnut St., Philadelphia,
PA 19103
T: 215-569-9900
E: lori.white@cssindustries.com

SAMPLING OF LICENSES: Artlist Collection, Collegiate Licensing Company, Dena Designs, Disney, DreamWorks, Dr. Seuss, ESPN, Hanny Girl, Hasbro, Kathy Davis, Lalaloopsy, Lucasfilm, Mad Libs, Marvel, Mattel, MGA, Mind Candy, MLB, Monster Jam, NBA, NFL, Nickelodeon, Peanuts, Plants vs. Zombies, Power Rangers, Rachael Hale, Rovio, Sanrio, Sesame Workshop, Skylanders, Spode, Twentieth Century Fox, Universal Studios, Viacom, Warner Bros. and WWE.

PRIMARY BUSINESS: Celebration and social expression products including ribbons and bows for gift and crafting, gift wrap, gift bags, gift card holders, craft items, floral and packaging products, infant and wedding photo albums, scrapbooks, journals, innovative toys and children's products, a full line of back-to-school stationery products, boxed greeting cards for Christmas and all-occasion, classroom exchange Valentine cards, Dudley's Easter egg dye/decorating kits, gift tags, window and gel clings, stickers, tattoos, and the Eureka line of educational products, including flash cards, activity sets and manipulative, classroom décor, bulletin boards sets and recognition awards.

Danilo Promotions

www.danilo.com
Trevor Jones, licensing director
3 The IO Centre, Lea Road, Waltham Abbey, Essex,

EN9 1AS U.K.

T: +44 0 1992 702900

E: licensing@danilo.com

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Warner Bros., Fox, Skylanders, Minecraft, The Hobbit, One Direction, 5 Seconds of Summer, Despicable Me/Minions, Top Gear, Manchester United, Chelsea FC, Doctor Who, Elvis, The Simpsons, Justin Bieber and Cliff Richard.

PRIMARY BUSINESS: Calendars, greeting cards, giftwrap and diaries.

GB Eye

www.gbeye.com

Max Arguile, licensing manager

1 Russell Street, Kelham Island,
Sheffield S3 8RW

T: +44 0 114 276 7454

E: max@gbeye.com

SAMPLING OF LICENSES: Skylanders, Call of Duty, Halo, Assassins Creed, Minecraft, Angry Birds, World of Warriors, Moshi Monsters, Battlefield, Minomonsters, Fargo, Michelle Keegan, Orphan Black, Pokemon, Haynes, Muhammad Ali, Wolfblood, NY Subway, Mixels, Badland, Sherlock, Volkswagen, Sony Playstation, Watch Dogs, Monster High, Attack on Titan, Star Wars, Manchester United FC, Chelsea FC, Liverpool FC, Arsenal FC, Manchester City FC, FC Barcelona, The Walking Dead, Harry Potter, Batman, The Flash, Gotham, Constantine, Interstellar, Jupiter Ascending, Toy Story, Cars, Ted 2, The Simpsons, Teenage Mutant Ninja Turtles, Adventure Time, Gumball, Regular Show, Friends, The Hobbit, Lord of the Rings, The Big Bang Theory, Thomas & Friends, Fireman Sam, Peppa Pig, Doctor Who, Marilyn Monroe, Johnny Cash, You Me At 6, All time Low, The Vamps, 5 Seconds of Summer, Green Day, Iron Maiden, Nirvana, Kurt Cobain, Asking Alexandria, Black Veil Brides, Bob Marley, The Beatles, Pink Floyd, Sex Pistols, Jimi Hendrix, Justin Bieber, One Direction, Lady Gaga, Ford, Shelby, Harper Collins, Rolling Stone Magazine and Hello Kitty.

PRIMARY BUSINESS: Posters, lithographic, canvas and photographic prints, frames, badges, stickers, card holders, wristbands, mugs, coasters, keychains and tattoos.

Gemma International

www.gemma-international.co.uk

Linmar House, 6 East Portway, Andover,
Hampshire SP10 3LU U.K.

T: +44 01 264 388400

SAMPLING OF LICENSES: Cartoon Network, Nintendo, Gem Fairies, Disney, Dinosaur Train, Angry Birds, Hello Kitty, Ultimate Spider-Man, Mr Men and Little Miss and Peppa Pig.

PRIMARY BUSINESS: Greeting cards, gift packaging, partyware, stationery and gifting.

Hallmark Cards

www.hallmarklicensing.com

2501 McGee Trafficway, Kansas City,
MO 64108

T: 816-274-5111

SAMPLING OF LICENSES: hoops&yoyo, Maxine, Asteroid Andy and Hallmark Design Collection.

PRIMARY BUSINESS: Stationery and greeting cards.

Leanin' Tree

www.leanintree.com

Susan January, vice president, product management
6055 Longbow Dr., Boulder,
CO 80301

T: 303-530-1442

E: susan.january@leanintree.com

SAMPLING OF LICENSES: Leslie Murray, Laurel Burch, Jeff Foxworthy, Josephine Wall, Susan Winget, Jody Bergsma, Mike Scovel, Working Girls Design, Rachael Hale, Connie Haley, Betsy Cameron, Kathleen Francour, Gary Patterson, Nel Whatmore, Sue Zipkin, Lisa Jane, Christina Bynum Breau, Cowboy Cartoonists International and the work of more than 700 other artists and designers.

PRIMARY BUSINESS: Everyday, seasonal and Christmas cards including boxed cards and boxed card assortments, online personalized everyday and holiday cards and gift products such as magnets, mugs, list pads, note pads, poster prints and note cards.

Stationery Team Europe

www.stationeryteam.com

Dian Bessele

Reaal 2B-2353TL Leiderdorp,
The Netherlands

T: +31 0 71 5820825

E: dian@stationeryteam.com

SAMPLING OF LICENSES: Paul Frank, O'Neill, Oilily, Sanrio, Domo, MTV, Replay Jeans and Smiley.

PRIMARY BUSINESS: Stationery and gifts, bags and mobile accessories.

Trends International

www.trendsinternational.com

Jeff Loeser, vice president, licensing; Paul Beck, licensing manager
5188 W. 74th Street, Indianapolis,
IN 46268

T: 866-406-7771

E: pbeck@trendsinternational.com

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Bravado, Nickelodeon, MTV, NFL, NBA, MLB, NHL, CLC, WWE, Hello Kitty, Angry Birds, Sesame Street, Warner Bros., Lucasfilm, Sports Illustrated, Harley-Davidson, Big Bang Theory, Thomas & Friends, Activision, Microsoft, Universal, Paramount, Rolling Stone, Live Nation, One Direction, Bob Marley, Marilyn Monroe and Maxim.

PRIMARY BUSINESS: Posters, calendars, stickers, tattoos, wrapping paper, decorative tape, writing instruments and bookmarks.

TOYS/GAMES/NOVELTIES

Bandai America

www.bandai.com

Andre Lake Mayer vice president, licensing

5551 Katella Ave., Cypress,
CA 90630

P: 714-816-9756

E: mayera@bandai.com

SAMPLING OF LICENSES: Power Rangers Super Megaforce, Ben 10 Omniverse, Legends of Oz and Pac-Man and The Ghostly Adventures.

PRIMARY BUSINESS: Manufacturer of boys', girls', preschool and hobby toys including action figures, vehicles, role-play, youth electronics, plush, activity and play sets.

Briarpatch

www.briarpatch.com

2030 Harrison St., San Francisco,
CA 94110

T: 415-503-1600

SAMPLING OF LICENSES: I Spy, Adventure Time, Goodnight Moon, Fancy Nancy, Bubble Guppies, Dora the Explorer, Pajanimals and more.

PRIMARY BUSINESS: Games, card games, novelty and puzzles.

CafePress

www.cafepress.com

Ty Simpson, vice president, business development

6901 A Riverport Dr., Louisville,
KY 40258

T: 502-974-4392

E: tsimpson@cafepress.com

SAMPLING OF LICENSES: Big Bang Theory, Supernatural, Pretty

Little Liars, Wizard of Oz, Marvel's Agents of S.H.I.E.L.D., Thor, Iron Man, Spider-Man, Breaking Bad, Scandal, Castle, Revenge, Jimmy Kimmel Live, The View, Star Trek, NCIS, Criminal Minds, Ted, Pitch Perfect, Peanuts, SomeeCards, National Geographic, Doctor Who, Hunger Games, Ender's Game, The Twilight Saga, Divergent, The Chica Show, Goodnight Show, Godfather, Anchorman 1 and 2 and The Annoying Orange.

PRIMARY BUSINESS: CafePress prints on 600-plus base products in the apparel, accessories, hobbies, stationery, home cases and covers, wall art and drinkware categories.

Cardinal Industries

www.cardinalgames.com

21-01 51st Ave., Long Island City,
NY 11101

T: 718-784-3000

SAMPLING OF LICENSES: Big Bang Theory, Teenage Mutant Ninja Turtles, Barbie, Iron Man 3, Spider-Man, Sofia the First, Monster High, Cars, Guardians of the Galaxy, Jake and the Never Land Pirates, SpongeBob SquarePants, Hello Kitty, Star Wars, Minnie Mouse, Thomas & Friends, Toy Story, Lisa Frank and more.

PRIMARY BUSINESS: Games and puzzles

Cartwheel

www.cartwheelkids.com

9500A Jefferson Blvd., Culver City,
CA 90232

Sunny Lauridsen, senior vice president, sales and marketing

T: 310-529-1632

E: sunnyl@cartwheelkids.com

SAMPLE OF LICENSES: DC Friends, Hello Kitty, My Little Pony, Peter Rabbit and Scooby-Doo.

PRIMARY BUSINESS: Toys.

Character Options

www.character-online.com

Lees Brook Mill, Lees Rd., Oldham OL4 5JL U.K.

SAMPLING OF LICENSES: Adventure Time, Doctor Who, Disney Classics, Fireman Sam, Marvel, Mike the Knight, Minecraft, Peppa Pig, Planes, Postman Pat, Scooby-Doo, Transformers, WWE, The Zelfs and more.

PRIMARY BUSINESS: Toys and games.

Clementoni

www.clementoni.it

Zona Industriale Fontenoce, 62019 Recanati, Italy

T: +39 071 758 12 34

E: assistenza@clementoni.it

SAMPLING OF LICENSES: Disney, SpongeBob SquarePants, Hello Kitty and Monster High.

PRIMARY BUSINESS: Manufacturer of infant, preschool and children's toys, games and puzzles.

Dynacraft

www.dynacraftbike.com
89 S. Kelly Rd., American Canyon,
CA 94503
T: 707-603-1500

SAMPLING OF LICENSES: Barbie, Hot Wheels, Tony Hawk and more.

PRIMARY BUSINESS: Toddler, teen and active adult bikes.

Fisher-Price

www.fisher-price.com
333 Continental Blvd., El Segundo,
CA 90245
T: 212-620-8327

SAMPLING OF LICENSES: Jake and the Never Land Pirates, Dora the Explorer, Bubble Guppies, Octonauts and Team Umizoomi.

PRIMARY BUSINESS: Toys, baby gear, electronic learning aids, activities and ride-ons.

Funko

www.funko.com
Brian Mariotti, president
6306 202nd St. S.W., Lynwood,
WA 98036
T: 425-783-3616
E: brian@funko.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, DC Comics, NFL, Transformers, Anchorman, Pulp Fiction, The Walking Dead, Star Trek, Saw, Scarface, Ghostbusters, Game of Thrones, Back to the Future, Buffy the Vampire Slayer, E.T., Halloween, Sons of Anarchy and more.

PRIMARY BUSINESS: Vinyl collectibles (Pop!), action figures, Wacky Wobblers, ReAction figures, Legacy Collection, blind box, etc.), plushies, board games and electronics.

Giochi Preziosi Group

www.giochipreziosi.it
Graziano Delmaestro, licensing director
Via delle Primule 5, 20815,
Colgate (MB) Italy
T: +39 02 964751
E: delmaestro@giochipreziosi.it

SAMPLING OF LICENSES: Frozen, Peppa Pig, Teenage Mutant Ninja Turtles, Winx Club and more.

PRIMARY BUSINESS: Toys and other kids' merchandising including stationery, back-to-school products, publishing, collectibles, confectionery and apparel.

Golden Bear Products

www.goldenbeartoys.com
Hortonwood 40, Telford TF1 7EY U.K.
T: +44 01 952 608 308
E: sales@goldenbeartoys.co.uk

SAMPLING OF LICENSES: Dennis The Menace, My First JCB, Peppa Pig, Sooty and Sweep, GO MINI, V-Dubs, Bananas in Pyjamas, Henry HuggleMonster, Something Special, CBeebies Bugs, In the Night Garden and Woolly & Tig.

PRIMARY BUSINESS: Children's toys.

Hasbro

www.hasbro.com
Simon Waters, senior vice president, global brand licensing and publishing
2950 N. Hollywood Way, Suite 100, Burbank,
CA 91504
T: 818-478-4804

SAMPLING OF LICENSES: GI Joe, My Little Pony, Funny or Die, Play-Doh, Nerf, Monopoly and more.

PRIMARY BUSINESS: Entertainment, toys and games.

IMC Toys

www.imc.es
Jordi Borrell, chief marketing officer
Cristina Camprubi, licensing marketing manager
Pare Llauredor 172, 08224 Terrassa,
Barcelona, Spain
T: +34 93 788 8992
E: jborrell@imc.es; ccamprubi@imc.es

SAMPLING OF LICENSES: Invizimals, Spider-Man, Marvel characters, Star Wars: Clone Wars, Winnie the Pooh, Mickey Mouse, Minnie, Toy Story, Cars, Disney Princess, Barbie, Monster High, Transformers, One Direction, SpongeBob SquarePants, Dora the Explorer, Hello Kitty, Teenage Mutant Ninja Turtles, Maya the Bee, Peppa Pig, Transformers, My Little Pony, Angry Birds and Power Rangers.

PRIMARY BUSINESS: Toys, electronic toys and games.

Jakks Pacific

www.jakks.com
Tara Hetter, vice president, licensing
22619 Pacific Coast Hwy., Malibu,

CA 90265

T: 310-456-7799

E: thefter@jakks.net

SAMPLING OF LICENSES: Disney Princess, Frozen, Disney Fairies, Nintendo, Marvel, Star Wars, Warner Brothers, Teenage Mutant Ninja Turtles, Power Rangers, Daniel Tiger's Neighborhood, Black & Decker Junior and more.

PRIMARY BUSINESS: Jakks Pacific is a designer and marketer of toys and consumer products.

Jazwares

www.jazwares.com

Bill Graham, vice president, marketing and product innovation

963 Shotgun Rd., Sunrise,

FL 33326

T: 954-845-0800

E: wgraham@jazwares.com

SAMPLING OF LICENSES: Minecraft, Adventure Time, Peppa Pig, Chuck & Friends, Plants vs. Zombies, Yo Gabba Gabba, Flick-to-Stick Bungees, Teen Titans Go!, Star Wars and more.

PRIMARY BUSINESS: Toys and electronics.

Kids II

www.kidsii.com

Alyson Grubard, director of brand management and licensing

3333 Piedmont Rd. Northeast, Suite 1800, Atlanta,

GA 30305

T: 770-751-0442

E: alyson.grubard@kidsii.com; kristie.anderson@kidsii.com

SAMPLING OF LICENSES: Disney Baby and Baby Einstein.

PRIMARY BUSINESS: Baby gear and toys.

LEGO

www.lego.com

Lee Allentuck, senior licensing manager

555 Taylor Rd., Enfield,

CT 06082

T: 860-763-6759

E: lee.allentuck@LEGO.com

SAMPLING OF LICENSES: Star Wars, Marvel Super Heroes, DC Universe Super Heroes, The Lord of the Rings, Cars, Hobbit, Teenage Mutant Ninja Turtles, The Lone Ranger, Cars and SpongeBob SquarePants.

PRIMARY BUSINESS: Construction toys.

Mattel

www.mattel.com

Holly Stein, vice president, licensing acquisitions and business development

333 Continental Blvd., El Segundo,

CA 90245

SAMPLING OF LICENSES: Disney Princess, Cars, Toy Story, Warner Bros.' DC Universe, Nickelodeon, WWE, Cartoon Network and others.

PRIMARY BUSINESS: Toys, dolls, action figures, die-cast vehicles, games and puzzles and youth electronics.

McFarlane Toys

www.mcfarlane.com

Jen Cassidy, licensing manager

1711 W. Greentree Dr., Suite 212, Tempe,

AZ 85284

T: 480-491-7070

E: licensing@mcfarlane.com

SAMPLING OF LICENSES: NFL, NBA, MLB, AMC's The Walking Dead, The Walking Dead (comic), Halo, Assassin's Creed, Rabbids and WWE.

PRIMARY BUSINESS: Action figures, construction, statues, role-play items, accessories, play sets, collectibles and plush.

Mega Brands

www.megabrands.com

4505 Hickmore, Montreal, Quebec, 44T 1K4 Canada

T: 514-333-3339; 800-465-MEGA

SAMPLING OF LICENSES: Thomas & Friends, Power Rangers Super Samurai, Halo, World of Warcraft, Barbie, Skylanders Giants, Hot Wheels, Power Rangers Megaforce, Hello Kitty, Call of Duty and more.

PRIMARY BUSINESS: Construction toys, play sets, games, puzzles, stationery, pens, pencils, markers and crayons for preschoolers, boys, girls and collectors.

NECA

www.necaonline.com

Joel Weinshanker, president; Rachel Spring, director of international sales

603 Sweetland Ave., Hillside,

NJ 07205

T: 908-686-3300

E: rachels@necaonline.com

SAMPLING OF LICENSES: Hunger Games, Home Alone, Marvel Comics, DC Comics, Heroclix, Dice Masters, Janoskians, Diablo, Grace-land, The Simpsons, Divergent, Dynamo, The Avengers, Alien, Predator, Pacific Rim, Planet of the Apes, Godzilla, A Christmas Story, Terminator, Gremlins, Friday the 13th, Nightmare on Elm Street and Jeff Dunham.

PRIMARY BUSINESS: Consumer products across all categories including toy hard lines, soft lines and digital and tabletop games through its subsidiaries MFV and Wiz Kids.

Playmates Toys

www.playmatestoy.com
909 N. Sepulveda Blvd., Suite 800, El Segundo,
CA 90245
T: 310-252-8005; 877-612-7136

SAMPLING OF LICENSES: Teenage Mutant Ninja Turtles, Waterbabies and Hearts for Hearts Girls.

PRIMARY BUSINESS: Toys, dolls, action figures and interactive electronics.

Ravensburger-International

www.ravensburger.com
Neele Pfeiffer, project manager, licensing
Robert-Bosch-Strasse 1 88214 Ravensburg, Germany
E: neele.pfeiffer@ravensburger.de

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Dragons, Hello Kitty, Thomas the Tank, Bob the Builder, Monster High, Ever After High, Mia & Me, Filly, Minions and more.

PRIMARY BUSINESS: Puzzles, arts and crafts and games.

re:creation Group

www.recreationltd.co.uk
Seth Bishop, director of marketing
Building 2, Meadows Business Park, Station Approach,
Camberley, GU17 9AB U.K.
T: +44 0 118 973 6222
E: sbishop@recreationltd.co.uk; info@recreationltd.co.uk

SAMPLING OF LICENSES: Moshi Monsters, Smurfs, Razor and LEGO.

PRIMARY BUSINESS: Toys, outdoor, sports, ride-ons and lifestyle products.

Sideshow Collectibles

www.sideshowcollectibles.com
2630 Conejo Spectrum St., Thousand Oaks,
CA 91320
T: 805-214-2141
E: greg.anzalone@sideshowcollectibles.com

SAMPLING OF LICENSES: World of Warcraft, The Avengers, Alien, Thor, Iron Man, The Crow, Wolverine, Halo, Hellboy, Batman, Court of the Dead, Star Wars and more.

PRIMARY BUSINESS: Specialty manufacturer of licensed and proprietary collectible products, film prop replicas and fine art pieces.

Techno Source

www.technosourceusa.com
20 W. 22nd Street, Suite 1101, New York,
NY 10010
T: 212-929-5200

SAMPLING OF LICENSES: NFL Rush Zone, Where's Waldo?, Tetris and National Geographic.

PRIMARY BUSINESS: Toys and games.

Tomy

www.tomy.com
3 MacArthur Pl., Suite 950, Santa Ana, CA 92707
T: 949-955-1030

SAMPLING OF LICENSES: Pajanimals, John Deere, Lamaze, Pokemon and Chuggington.

PRIMARY BUSINESS: Toys, video games, electronics, gifts and novelties.

The Topps Company

www.topps.com
Adam Levine, head, outbound licensing
One Whitehall St., New York, NY 10004
T: 212-376-0607
E: alevine@topps.com

SAMPLING OF LICENSES: NFL, MLB, UFC, WWE, Garbage Pail Kids and Star Wars.

PRIMARY BUSINESS: Trading cards, trading card games, stickers, candy and collectibles.

ToyQuest

www.toyquest.com
2229 Barry Ave., Los Angeles, CA 90064
T: 310-231-7292

SAMPLING OF LICENSES: Barbie, Hot Wheels, Toy Story, Fisher-Price, Mad Science, Monsters vs. Aliens, NFL, Nickelodeon, Rawlings, Sesame Street, Dora the Explorer, Blue Man Group, Go Diego Go!, The Backyardigans, Disney, Power Rangers, Jeep and DreamWorks.

PRIMARY BUSINESS: Toys.

Ty

www.ty.com
280 Chestnut Westmont, IL 60559
Tania Lundeen, senior vice president, sales and licensing
P: 630-920-1515
E: licensing@tymail.com

SAMPLE OF LICENSES: Disney, Hasbro, Sanrio, MLB, NHL, NFL, NBA, Nickelodeon, Nelvana, Warner Bros., DHX Media and eOne.

PRIMARY BUSINESS: Plush toys.

Upper Deck

www.upperdeck.com
2251 Rutherford Rd., Carlsbad, CA 92008
T: 800-873-7332

SAMPLING OF LICENSES: Marvel Super Hero Squad, Hello Kitty, Thomas & Friends, NFL, NBA, PGA, NHL, CLC, Guardians of the Galaxy and Team USA Soccer.

PRIMARY BUSINESS: Trading cards, games and collectibles.

Vivid

www.vividiminations.co.uk
PO Box 164, Hockley Essex, SS5 4BA U.K.
T: +44 01 702 200660

SAMPLING OF LICENSES: Crayola, One Direction, Union J, Cut the Rope and Moshi Monsters.

PRIMARY BUSINESS: Toys and gifts for girls, preschool, arts and crafts, tech, games and outdoor.

Wicked Cool Toys

www.wickedcooltoys.com
Michael Rinzler, president; Jeremy Padawer, co-president and partner
10 Canal St., Suite 327, Bristol, PA 19007
T: 267-536-9186; 310-804-4353
E: rinz@wickedcooltoys.com; jeremy@wickedcooltoys.com

SAMPLING OF LICENSES: Cabbage Patch Kids, Girl Scouts, Garfield, Sesame Street, Teenage Mutant Turtles, Wild Kratts, The Wiggles, Batman, Disney Princess, Dora, Marvel, Minnie Mouse, Monster Jam, SpongeBob, Superman and WWE.

PRIMARY BUSINESS: Toys.

VIDEO GAMES/ELECTRONICS

Activision

www.activision.com
Andy Koehler, director, licensing
5800 W. 83rd Street, 8200 Tower, Suite 400, Bloomington, MN 55437
T: 612-643-4823
E: andrew.koehler@activision.com

SAMPLING OF LICENSES: Tony Hawk, Family Guy, Moshi Monsters, Transformers, Sponge Bob, Teenage Mutant Ninja Turtles, Spider-Man, Cabela's, Angry Birds, NASCAR, Wipeout, Fast & Furious, The Walking Dead, Duck Dynasty and Wreck-it Ralph.

PRIMARY BUSINESS: Interactive entertainment.

Atari

www.us.atari.com
Jim Wilson, president and chief executive officer
1640 S. Sepulveda Blvd., Suite 300, Los Angeles, CA 90025
T: 310-806-6182

SAMPLING OF LICENSES: Asteroids, Breakout, Centipede.

PRIMARY BUSINESS: Interactive entertainment software.

Electronic Arts

www.ea.com
Nancy Fong, senior director, business affairs
209 Redwood Shores Pkwy., Redwood City,
CA 94065
T: 650-628-1500

SAMPLING OF LICENSES: NFL, NHL, NBA, FIFA, NCAA, UFC, The Simpsons, PGA Tour and Hasbro brands.

PRIMARY BUSINESS: Interactive entertainment.

Konami Digital Entertainment

www.konami.com
Michael Rajna, director, licensing
2381 Rosecrans Ave., Suite 200, El Segundo, CA 90245
T: 310-220-8377

SAMPLING OF LICENSES: Glee, Marvel X-Men, The Simpsons and Star Wars.

PRIMARY BUSINESS: Video games (all platforms), trading card games, arcade games and gaming.

Majesco Entertainment

www.majescoentertainment.com
160 Raritan Center Pkwy., Edison, NJ 08837
T: 732-225-8910

SAMPLING OF LICENSES: Zumba Fitness, Monster High, Barbie, Hello Kitty, Harley Pasternak, NBA, Alvin and the Chipmunks: Chipwrecked, Twister, Jillian Michaels, Hulk Hogan, Jaws, Tetris and more.

PRIMARY BUSINESS: Interactive entertainment software.

Mimoco

www.mimoco.com
Evan Blaustein, chief executive officer
119 Braintree St., Suite 106, Boston, MA 02134
T: 617-783-1100
E: evan@mimoco.com

SAMPLING OF LICENSES: Star Wars, Adventure Time, South Park, Sanrio, My Little Pony, Einstein, Elvis and DC Comics.

PRIMARY BUSINESS: Designer electronic and accessories (USB flash drives, power products and more).

Peavey Electronics

www.peavey.com
Tony Moscal, general manager, business development
5022 Harley Peavey Dr., Meridian, MS 39305



T: 800-821-2279

E: tony.moscal@peavey.com

SAMPLING OF LICENSES: Marvel, DC Comics, The Walking Dead, The Simpsons, House of Blues, Jack Daniels, DreamWorks, Major League Baseball, Teenage Mutant Ninja Turtles and The Beatrix Girls.

PRIMARY BUSINESS: Musical instruments and accessories.

SEGA of America

www.sega.com

George Stetar, licensing manager

350 Rhode Island St., Suite 400, San Francisco,
CA 94103

T: 415-701-6000; 415-701-3931

E: george.stetar@sega.com

SAMPLING OF LICENSES: Sonic the Hedgehog and Sonic Boom.

PRIMARY BUSINESS: Interactive entertainment software, amusement/arcade machines and character licensing.

SEGA (Europe)

www.sega.co.uk

Sissel Henno, head, brand licensing, Europe

T: +44 0 208996 4568

E: shenno@sega.co.uk

SAMPLING OF LICENSES: Sonic the Hedgehog, Total War and Football Manager.

PRIMARY BUSINESS: Interactive entertainment software, amusement/arcade machines and character licensing.

Sakar

www.sakar.com

Liza Abrams, vice president, global licensing and marketing

195 Carter Dr., Edison, NJ 08817

T: 732-248-1306 ext. 337

E: labrams@sakar.com

SAMPLING OF LICENSES: Hello Kitty, Frozen, Avengers, Spider-Man, Sponge Bob, Dora & Friends, Teenage Mutant Ninja Turtles, Transformers, NERF, Monster High, Barbie, My Little Pony, Batman, Superman, The Voice, Power Rangers, Sesame Street and Peanuts.

PRIMARY BUSINESS: Licensed electronics.

Ubisoft

www.ubi.com

625 Third St., San Francisco, CA 94107

T: 415-547-4000

SAMPLING OF LICENSES: Assassin's Creed, Tom Clancy's Splinter Cell, LEGO, Far Cry, Rayman, Watch Dogs and The Walking Dead

PRIMARY BUSINESS: Interactive entertainment products.

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	c. Total Requested Copy Distribution (Line 15F) + Requested/Paid Electronic Copies	6,181	2,501
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The Holiday Shopping Outlook

Shoppers plan to spend similar to or greater than last year on 2014 gifts and purchases.



NPD's annual Holiday Purchase Intentions survey reveals that the majority of consumers intend to spend the same or more than last year, and fewer say they plan to spend less.

This finding suggests a perceived lack of "must have" hot gifts this holiday season, the absence of which therefore means the holiday 2014 shopping will be a price game again.

More consumers say they will start their holiday shopping at some point over the Thanksgiving weekend, whereas last year consumers began their overall holiday shopping season later. This year, 19 percent of consumers plan to start shopping before Thanksgiving, compared to 22 percent last year. Eighteen percent claim they will start during Thanksgiving weekend, a sharp contrast

to last year's 13 percent. Among the consumers reporting that they will begin their shopping during Thanksgiving weekend, 12 percent plan to shop on Black Friday, while the remaining 6 percent plan to do their shopping on Saturday and/or Sunday.

Consumers this year anticipate the Thanksgiving weekend door-buster deals and other savings incentives, and as a result, more and more retailers are remaining open on Thanksgiving Day, with additional stores jumping on this new tradition again this year. However, it's important to understand that this doesn't mean more sales at the register.

This year, more shopping will happen in the Thanksgiving zone, with a deeper lull following and then a predicted mad dash at the end for the last-minute shoppers.

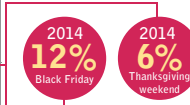
minute shoppers.

Consumers say they will be motivated to purchase by sales and overall value. Convenience, quality and simple, hassle-free returns also remain driving factors.

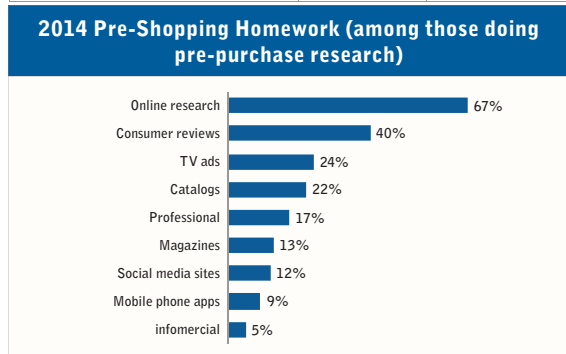
Two-thirds of those who do some type of pre-purchase research say they will go online to learn more about products before committing their holiday dollars. This tops consumer reviews, TV ads and catalogs, among other research options.

Until retailers drive consumers back into brick-and-mortar stores, this online trend will continue to grow at a faster pace than in-store shopping. The convenience and bargains online are too plentiful for the consumer to pass up. ©

U.S. Consumers' Shopping Timeline—2014 vs. 2013		
Shopping Timeline	2014	2013
Already started	16%	15%
Before Thanksgiving	19%	22%
Thanksgiving weekend	18%	13%
Cyber Monday	3%	NA
By early December	17%	21%



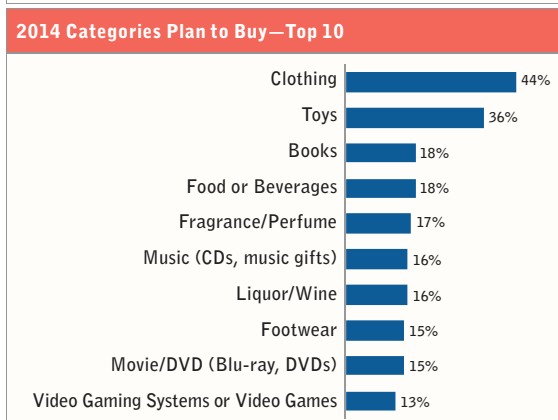
U.S. Consumers' Purchase Drivers 2014 vs. 2013		
Purchase Drivers	2014	2013
Special sale price	59%	54%
Overall value for the price	55%	53%
Convenient locations	45%	43%
Free shipping	44%	40%
Quality of the product they offer	42%	39%
Simple, hassle-free return policy	32%	32%



Source: The NPD Group, Inc./Holiday Purchase Intentions Survey

Top Categories (Combined)	Plans 2014	Actual 2013
Clothing and accessories	59%	54%
Entertainment	55%	53%
Beauty	45%	43%
Home	44%	40%
Tablets	42%	39%
Tablets and PC	32%	32%
Smart devices	14%	14%

Category Definitions:
 Clothing and Accessories = clothing, small personal accessories, fashion jewelry, fine jewelry, footwear, watches and sunglasses
 Entertainment = movies/DVDs, books, video game systems, music and MP3
 Beauty = fragrance/perfume, skincare and make-up
 Home = appliances, home décor, home improvement and housewares
 Tablets = iPad and other tablets
 Tablets and PCs = iPad, other tablets, desktop and notebooks/laptops
 Smart Devices = MP3, iPad, other tablets, e-readers and smartphones



Source: The NPD Group, Inc./Holiday Purchase Intentions Survey

GOODYEAR



GOODYEAR

CASUAL

Functional leisurewear and urban lifestyle collections reflecting the traditional and casual American way of life combined with the power of the Goodyear brand.



FASHION

Goodyear's fashion collection explores the brand's past through retro typography and imagery.



OUTDOOR

Goodyear's brand values of durability, innovation and quality are reflected through outdoor products which embrace an active lifestyle.

GOODYEAR Racing

SPORT

Goodyear's brand values of performance, power and speed combined with its racing tradition enhance the development of a technical premium collection.



IMG

For licensing opportunities please contact Fabrice Faurie +44 (0)20 82336681 fabrice.faurie@img.com

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POW!



HI-YAH!



KAPOW!

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